

2015 City of Sugar Land Resident Satisfaction Survey

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Findings Report

Submitted to the City of Sugar Land, Texas by:

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November 2015





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Sugar Land 2015 Resident Satisfaction Survey Executive Summary Report

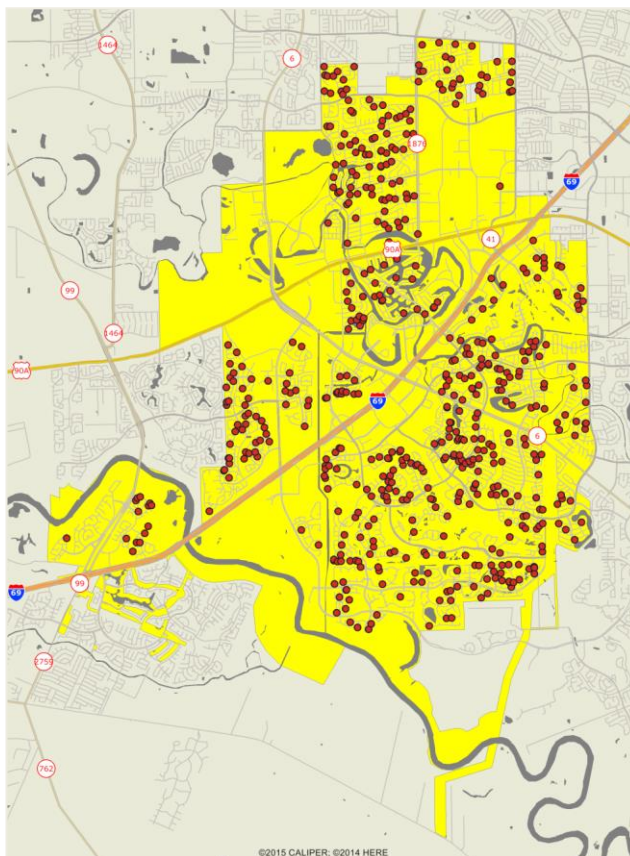
Overview and Methodology

Overview. During the fall of 2015, ETC Institute administered a resident satisfaction survey for the City of Sugar Land, Texas. The purpose of the survey was to gather resident input to assess satisfaction with the delivery of major City services, and help set community priorities for long-range planning.

Methodology. A six-page survey was mailed to a random sample of households throughout the City of Sugar Land. The mailed survey included a postage paid return envelope and a cover letter. The cover letter explained the purpose of the survey and encouraged residents to return their surveys in the mail. Approximately seven days after the surveys were mailed, residents who received the survey were contacted by phone. Those who indicated that they had not returned the survey by mail or completed it online were given the option of completing it by phone.

The goal was to receive at least 500 completed surveys. This goal was far exceeded, with a total of 561 households completing a survey. The results for the random sample of 561 households have a 95% level of confidence with a precision of at least $\pm 4.1\%$

In order to better understand how well services are being delivered by the City, ETC Institute geocoded the home address of respondents to the survey. The map to the right shows the physical distribution of survey respondents based on the locations of their homes.



Interpretation of “Don’t Know” Responses. The percentage of “don’t know” responses has been excluded from many of the graphs in this report to assess satisfaction with residents who had used City services and to facilitate valid comparisons with other communities in the benchmarking analysis. Since the number of “don’t know” responses often reflects the utilization and awareness of city services, the percentage of “don’t know” responses has been included in the tabular data in Section 4 of this report. When the “don’t know” responses have been excluded, the text of this report will indicate that the responses have been excluded with the phrase “who had an opinion.”

This report contains the following:

- a summary of the methodology for administering the survey and major findings
- charts showing the overall results for the survey (Section 1)
- benchmarking data that shows how the results for the City of Sugar Land compare to residents in other communities on a regional and national basis (Section 2)
- importance-satisfaction analysis that identifies priorities for investment (Section 3)
- tabular data showing the overall results for all questions on the survey (Section 4)
- a copy of the cover letter and survey instrument (Section 5)

The following are published as separate appendices:

- GIS maps showing the results of survey questions on maps of the city (Appendix A)
- Open-ended comments to survey Questions 20 and 21 (Appendix B)

Major Findings

Major Categories of City Services

- The major categories of city services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: quality of police, fire and ambulance services (95%), quality of parks & recreation programs and facilities (89%), ensuring the community is prepared for emergencies (88%), and quality of trash & yard waste services (88%).
- Based on the sum of their top three choices, the areas that residents feel should receive the most emphasis from City leaders over the next two years were: (1) the flow of traffic and congestion management, (2) the maintenance of streets, sidewalks and infrastructure, and (3) quality of police, fire and ambulance services.



Ratings of the City

- Most residents have a very positive perception of the City of Sugar Land. Ninety-nine percent (99%) of residents surveyed, who had an opinion, gave the city ratings of “excellent” or “good” (rating of 4 or 5 on a 5-point scale) as a place to raise children; 97% of residents surveyed, who had an opinion, gave Sugar Land ratings of “excellent” or “good” as a place to live, and 95% gave ratings of “excellent” or “good” as a place they are proud to call home.

Police, Fire and EMS Services

- The police services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of city police protection (90%), how quickly police respond to emergencies (86%), and visibility of police in commercial and retail areas (84%).
- The fire and EMS services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the overall quality of fire services (92%), how quickly fire services personnel respond (91%), and the quality of ambulance/EMS (88%).
- Based on the sum of their top three choices, the police, fire and EMS services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) visibility of police in neighborhoods, (2) overall quality of city police protection, and (3) efforts by city government to prevent crime.

Parks and Recreation Services

- The parks and recreation services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: maintenance of city parks (91%), maintenance and appearance of City community center (86%), and the quality of facilities at city parks (84%).
- Based on the sum of their top three choices, the parks and recreation services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) maintenance of city parks, (2) quality of facilities at city parks, and (3) number of walking and biking trails.

Public Works and Utility Services

- The public works services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the condition of major streets (87%), the condition of streets signs and traffic signals (87%), and the cleanliness of streets and public areas (86%).
- The utility services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an



opinion, were: residential trash collection services (93%), curbside recycling services (92%), and water service (87%).

- Based on the sum of their top three choices, the public works and utility services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) taste of tap water, (2) water service, and (3) condition of major streets.

Code Enforcement

- The code enforcement services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: enforcing the exterior maintenance of commercial property (77%), enforcing sign regulations (76%), and enforcing the cleanup of junk and debris (76%).
- Based on the sum of their top three choices, the code enforcement services that residents feel should receive the most emphasis from City leaders over the next two years were: (1) enforcing the cleanup of junk and debris, (2) enforcing the mowing and cutting of weeds and grass, and (3) enforcing the exterior maintenance of residential property.

Public Information Services

- The public information services that had the highest levels of satisfaction, based upon the combined percentage of “very satisfied” and “satisfied” responses among residents, who had an opinion, were: the quality of the city website (74%), the availability of information about government services (72%), and the timeliness of information provided by city government (70%).
- The top primary sources from which residents currently get information about the city include: local newspapers, the city website, their HOA, and friends.

Other Findings

- When residents were asked about their level of safety in various situations, 97% of respondents, who had an opinion, felt “very safe” or “safe” (rating of 4 or 5 on a 5-point scale) walking in their neighborhood during the day. Ninety-one percent (91%) of residents indicated they felt “very safe” or “safe” overall in the community
- 36% of residents have called or visited the city with a question, problem or complaint during the past year; of the 36% that have contacted the city, 82% who had an opinion were satisfied with the courteousness of staff, and 82% were satisfied with how easy it was to contact the person they needed to reach.
- When respondents were asked to rate the importance of various reasons for living in Sugar Land, 98% who had an opinion indicated that safety and security was either “very important” or “somewhat important.” Other reasons with similar levels of importance include: quality of public schools (95%), availability of parks and recreation (94%), and types of housing (94%).

Sugar Land Compared to the U.S. Average

Sugar Land rated **above the U.S. average** in 60 of the 61 areas that were assessed. Sugar Land rated significantly higher than the U.S. average (more than 4%) in 54 of these areas. Listed below are the comparisons between Sugar Land and the U.S. average.

City Service	Sugar Land	U.S.	Difference	Category
Maintenance of streets, buildings, infrastructure	85%	47%	38%	Overall Satisfaction with City Services
Condition of major streets	87%	57%	30%	Public Works Services
Reputation of the community	91%	63%	28%	Perceptions of the City
Enforcement of local codes & ordinances	76%	49%	27%	Overall Satisfaction with City Services
Quality of City Government services	83%	57%	26%	Perceptions of the City
Effectiveness of city communication	76%	50%	26%	Overall Satisfaction with City Services
Quality of customer service you receive	79%	54%	25%	Overall Satisfaction with City Services
Leadership of City Manager	70%	45%	25%	Perceptions of the City
As a place to raise children	99%	74%	25%	Quality of Life Ratings
As a City moving in the right direction	87%	62%	25%	Quality of Life Ratings
Cleanliness of streets/public areas	86%	63%	23%	Public Works Services
Condition of neighborhood streets	82%	59%	23%	Public Works Services
Visibility of police in commercial & retail areas	84%	62%	22%	Police Services
Enforcing clean-up of junk & debris	76%	54%	22%	Code Enforcement
Leadership of elected officials	67%	45%	22%	Perceptions of the City
Efforts to inform about local issues	69%	48%	21%	Public Information Services
As a place to work	81%	60%	21%	Quality of Life Ratings
Appearance of the community	87%	67%	20%	Perceptions of the City
Visibility of police in neighborhoods	79%	59%	20%	Police Services
As a place to live	97%	77%	20%	Quality of Life Ratings
Availability of info about government services	72%	52%	20%	Public Information Services
City parks & recreation programs & facilities	89%	69%	20%	Overall Satisfaction with City Services
Value received for City tax dollars & fees	66%	47%	19%	Perceptions of the City
Quality of stormwater management	80%	62%	18%	Overall Satisfaction with City Services
Quality of life in the community	91%	73%	18%	Perceptions of the City
Enforcing exterior maint. of residential property	71%	54%	17%	Code Enforcement
How quickly police respond to emergencies	86%	69%	17%	Police Services
Quality of city police protection	90%	74%	16%	Police Services
Police safety awareness education programs	75%	59%	16%	Police Services
Efforts to prevent crime	77%	61%	16%	Police Services
Quality of city website	74%	59%	15%	Public Information Services
Overall feeling of safety in the community	91%	76%	15%	Feeling of Safety
Curbside recycling services	92%	77%	15%	Utility Services
Quality of police, fire & ambulance service	95%	81%	14%	Overall Satisfaction with City Services
Enforcement of city traffic laws	79%	65%	14%	Police Services
As a place to retire	77%	63%	14%	Quality of Life Ratings
Number of walking and biking trails	68%	56%	12%	Parks and Recreation Services
Quality of trash & yard waste services	88%	76%	12%	Overall Satisfaction with City Services
Quality of outdoor city swimming pool	64%	52%	12%	Parks and Recreation Services
Level of public involvement in local decisions	53%	41%	12%	Public Information Services
Quality of facilities at city parks	84%	72%	12%	Parks and Recreation Services
Adult athletic programs	60%	50%	10%	Parks and Recreation Services
Condition of sidewalks	66%	56%	10%	Public Works Services
Quality of water utility services	86%	77%	9%	Overall Satisfaction with City Services
Residential trash collection	93%	84%	9%	Utility Services
Walking on city trails/in city parks	73%	65%	8%	Feeling of Safety
Fire education programs in the community	78%	70%	8%	Fire Services
Adequacy of city street lighting	71%	64%	7%	Public Works Services
Youth athletic programs	68%	62%	6%	Parks and Recreation Services
Walking in the neighborhood during the day	97%	91%	6%	Feeling of Safety
Walking in neighborhood after dark	73%	67%	6%	Feeling of Safety
Flow of traffic & congestion management	64%	58%	6%	Overall Satisfaction with City Services
Water service	87%	81%	6%	Utility Services
Number of parks	76%	71%	5%	Parks and Recreation Services
Wastewater services	84%	80%	4%	Utility Services
Quality of fire services	92%	88%	4%	Fire Services
How quickly fire services personnel respond	91%	87%	4%	Fire Services
Quality of outdoor athletic fields	70%	67%	3%	Parks and Recreation Services
Quality of ambulance/EMS	88%	85%	3%	Fire Services
As a place to visit	69%	67%	2%	Quality of Life Ratings
Household hazardous waste disposal service	64%	64%	0%	Utility Services

Sugar Land Compared to the Southwest Average

Sugar Land rated **above the Southwest average** in 60 of the 61 areas that were assessed. Sugar Land rated significantly higher than the Southwest average (more than 4%) in 54 of these areas. Listed below are the comparisons between Sugar Land and the Southwest average.

City Service	Sugar Land	Southwest	Difference	Category
Maintenance of streets, buildings, infrastructure	85%	42%	43%	Overall Satisfaction with City Services
Effectiveness of city communication	76%	44%	32%	Overall Satisfaction with City Services
Condition of major streets	87%	56%	31%	Public Works Services
Quality of City Government services	83%	57%	26%	Perceptions of the City
Enforcement of local codes & ordinances	76%	50%	26%	Overall Satisfaction with City Services
Visibility of police in commercial & retail areas	84%	58%	26%	Police Services
Quality of customer service you receive	79%	55%	24%	Overall Satisfaction with City Services
Appearance of the community	87%	64%	23%	Perceptions of the City
Visibility of police in neighborhoods	79%	56%	23%	Police Services
Number of walking and biking trails	68%	45%	23%	Parks and Recreation Services
Reputation of the community	91%	70%	21%	Perceptions of the City
Leadership of City Manager	70%	49%	21%	Perceptions of the City
Cleanliness of streets/public areas	86%	66%	20%	Public Works Services
Enforcing clean-up of junk & debris	76%	56%	20%	Code Enforcement
Efforts to inform about local issues	69%	49%	20%	Public Information Services
Quality of stormwater management	80%	61%	19%	Overall Satisfaction with City Services
As a place to raise children	99%	80%	19%	Quality of Life Ratings
As a place to live	97%	78%	19%	Quality of Life Ratings
Leadership of elected officials	67%	48%	19%	Perceptions of the City
Youth athletic programs	68%	49%	19%	Parks and Recreation Services
Availability of info about government services	72%	53%	19%	Public Information Services
City parks & recreation programs & facilities	89%	71%	18%	Overall Satisfaction with City Services
Enforcing exterior maint. of residential property	71%	53%	18%	Code Enforcement
Adult athletic programs	60%	42%	18%	Parks and Recreation Services
Quality of city website	74%	56%	18%	Public Information Services
As a City moving in the right direction	87%	70%	17%	Quality of Life Ratings
As a place to work	81%	64%	17%	Quality of Life Ratings
Condition of neighborhood streets	82%	65%	17%	Public Works Services
How quickly police respond to emergencies	86%	69%	17%	Police Services
Overall feeling of safety in the community	91%	75%	16%	Feeling of Safety
Curbside recycling services	92%	76%	16%	Utility Services
Quality of life in the community	91%	76%	15%	Perceptions of the City
Value received for City tax dollars & fees	66%	51%	15%	Perceptions of the City
Quality of city police protection	90%	75%	15%	Police Services
Police safety awareness education programs	75%	61%	14%	Police Services
Quality of police, fire & ambulance service	95%	82%	13%	Overall Satisfaction with City Services
Quality of trash & yard waste services	88%	75%	13%	Overall Satisfaction with City Services
Efforts to prevent crime	77%	64%	13%	Police Services
Quality of outdoor city swimming pool	64%	52%	12%	Parks and Recreation Services
Quality of water utility services	86%	75%	11%	Overall Satisfaction with City Services
Level of public involvement in local decisions	53%	42%	11%	Public Information Services
Enforcement of city traffic laws	79%	69%	10%	Police Services
Walking on city trails/in city parks	73%	63%	10%	Feeling of Safety
Walking in the neighborhood during the day	97%	88%	9%	Feeling of Safety
Walking in neighborhood after dark	73%	64%	9%	Feeling of Safety
Residential trash collection	93%	84%	9%	Utility Services
Quality of facilities at city parks	84%	75%	9%	Parks and Recreation Services
Flow of traffic & congestion management	64%	56%	8%	Overall Satisfaction with City Services
Condition of sidewalks	66%	58%	8%	Public Works Services
Household hazardous waste disposal service	64%	56%	8%	Utility Services
Number of parks	76%	69%	7%	Parks and Recreation Services
Quality of outdoor athletic fields	70%	64%	6%	Parks and Recreation Services
As a place to retire	77%	72%	5%	Quality of Life Ratings
Fire education programs in the community	78%	73%	5%	Fire Services
Wastewater services	84%	80%	4%	Utility Services
Water service	87%	83%	4%	Utility Services
Quality of fire services	92%	89%	3%	Fire Services
How quickly fire services personnel respond	91%	89%	2%	Fire Services
As a place to visit	69%	68%	1%	Quality of Life Ratings
Quality of ambulance/EMS	88%	87%	1%	Fire Services
Adequacy of city street lighting	71%	73%	-2%	Public Works Services



Investment Priorities

Recommended Priorities for the Next Two Years. In order to help the City identify investment priorities for the next two years, ETC Institute conducted an Importance-Satisfaction (I-S) analysis. This analysis examined the importance that residents placed on each City service and the level of satisfaction with each service.

By identifying services of high importance and low satisfaction, the analysis identified which services will have the most impact on overall satisfaction with City services over the next two years. If the City wants to improve its overall satisfaction rating, the City should prioritize investments in services with the highest Importance Satisfaction (I-S) ratings. Details regarding the methodology for the analysis are provided in the Section 3 of this report.

Based on the results of the Importance-Satisfaction (I-S) Analysis, ETC Institute recommends the following:

- **Overall Priorities for the City by Major Category.** The first level of analysis reviewed the importance of and satisfaction with major categories of City services. This analysis was conducted to help set the overall priorities for the City. Based on the results of this analysis, the major service that is recommended as the top priority for investment over the next two years in order to raise the City's overall satisfaction rating is the flow of traffic and congestion management (IS Rating=0. 1980).
- **Priorities within Departments/Specific Areas:** The second level of analysis reviewed the importance of and satisfaction of services within departments and specific service areas. This analysis was conducted to help departmental managers set priorities for their department. Based on the results of this analysis, the services that are recommended as the top priorities within each department/area over the next two years are listed below:
 - **Public Safety:** None of the public safety services were identified as “very high” or “high” priorities, which indicates that the City is doing an excellent job meeting the needs of residents. The services that should be the highest priorities for the City are the visibility of police in neighborhoods and efforts by city government to prevent crime.
 - **Parks and Recreation:** None of the parks and recreation services were identified as “very high” or “high” priorities, which indicates that the City is doing an excellent job meeting the needs of residents. The services that should be the highest priorities for the City are the number of walking and biking trails and senior citizen programs.
 - **Public Works and Utilities:** None of the public works and utilities services were identified as “very high” or “high” priorities, which indicates that the City is doing

an excellent job meeting the needs of residents. The services that should be the highest priorities for the City are the taste of tap water and households hazardous waste disposal service.

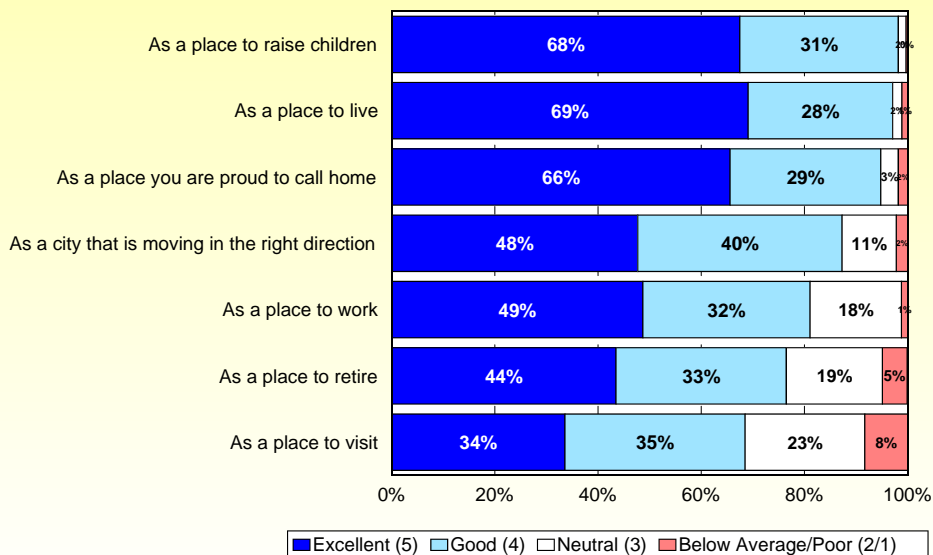
- **Code Enforcement:** None of the code enforcement services were identified as “very high” or “high” priorities, which indicated the City is doing an excellent job meeting the needs of residents. The services that should be the highest priorities for the City are enforcing the cleanup of junk and debris and enforcing the exterior maintenance of residential property.

Section 1:

Charts and Graphs

Q1. Ratings of the City of Sugar Land

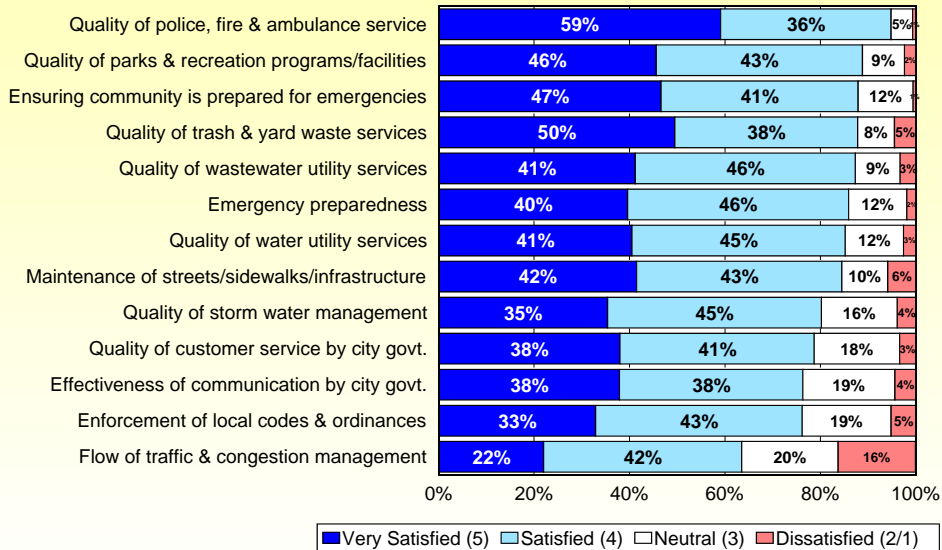
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q2. Overall Satisfaction with City Services by Major Category

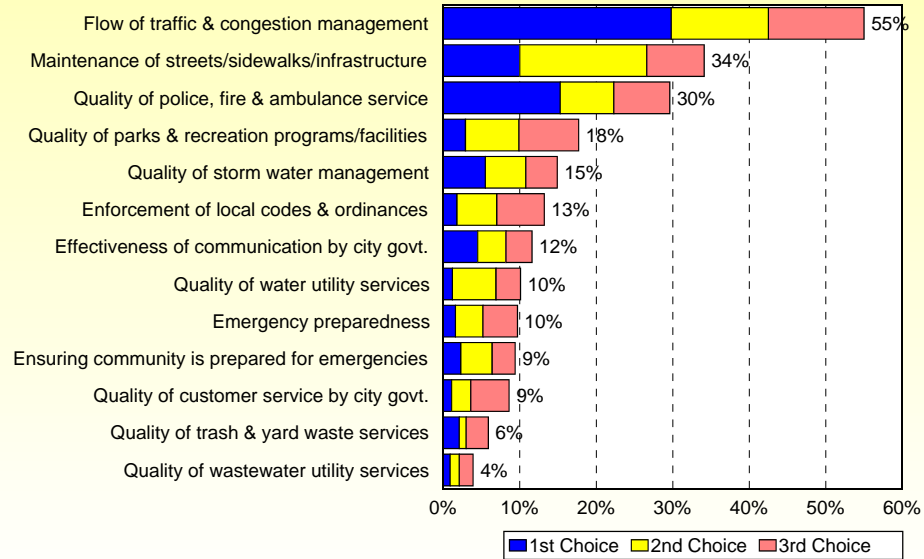
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q3. City Services That Should Receive the Most Emphasis Over the Next Two Years by Major Category

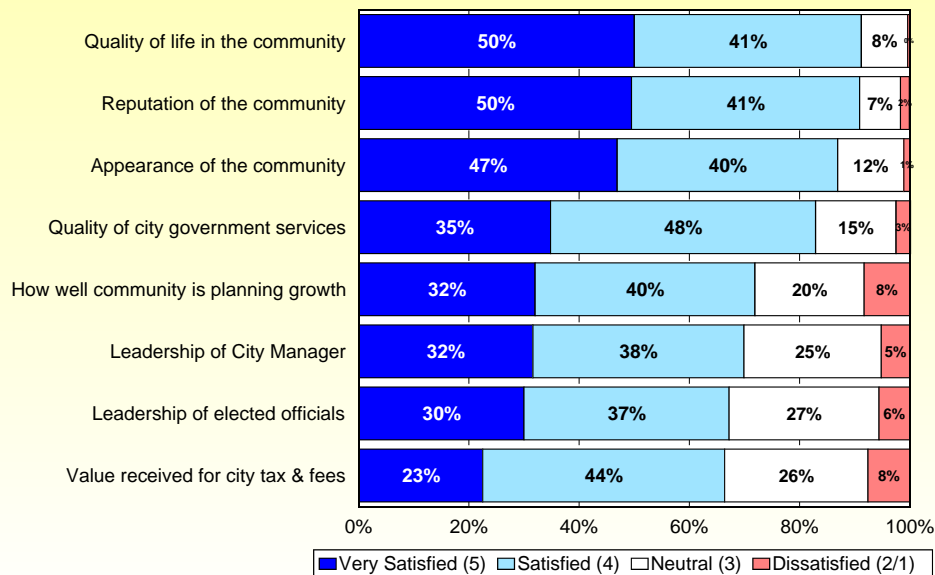
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q4. Satisfaction with Items That Influence Perceptions of the City

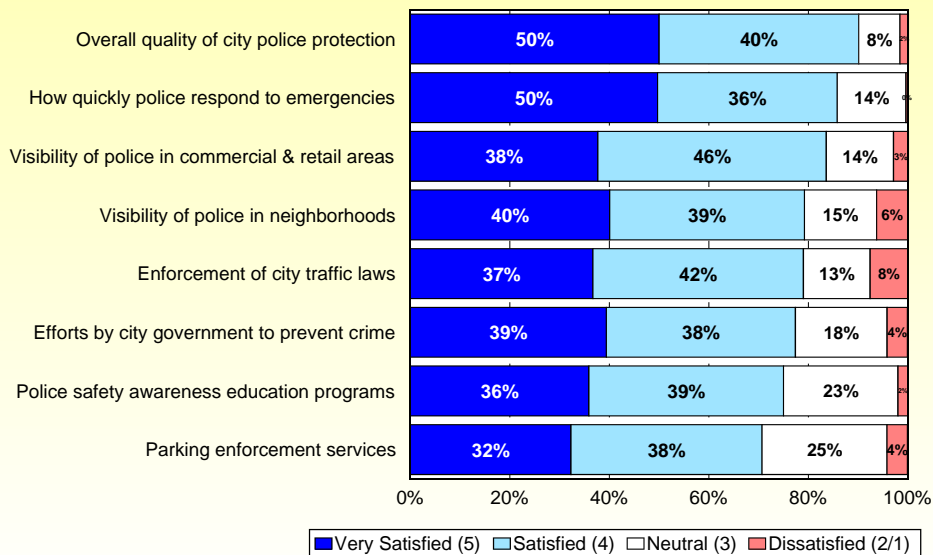
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q5. Satisfaction with Police Services

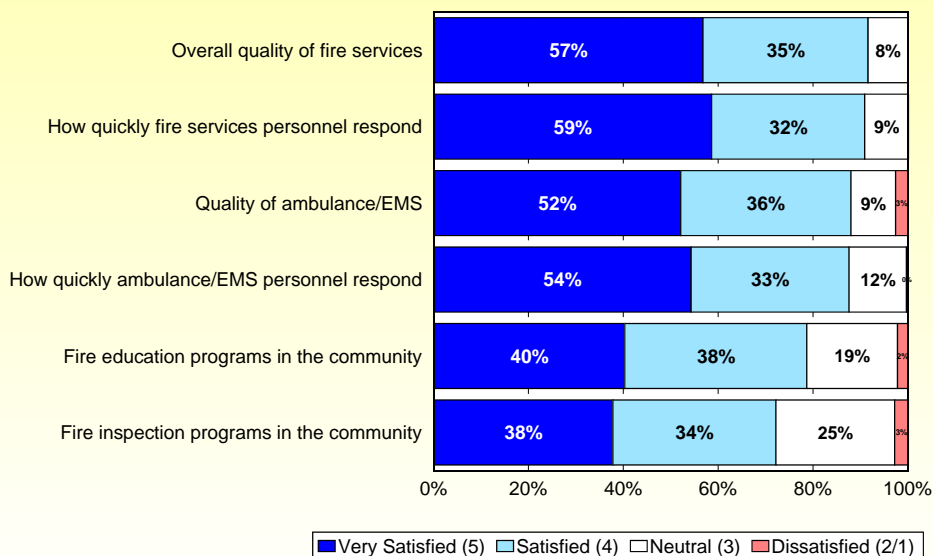
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q6. Satisfaction with Fire/EMS Services

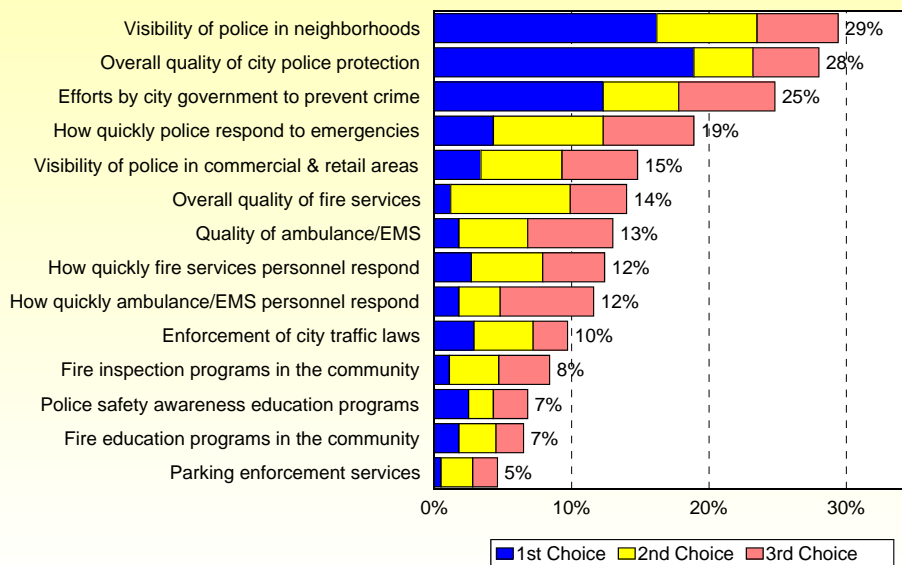
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

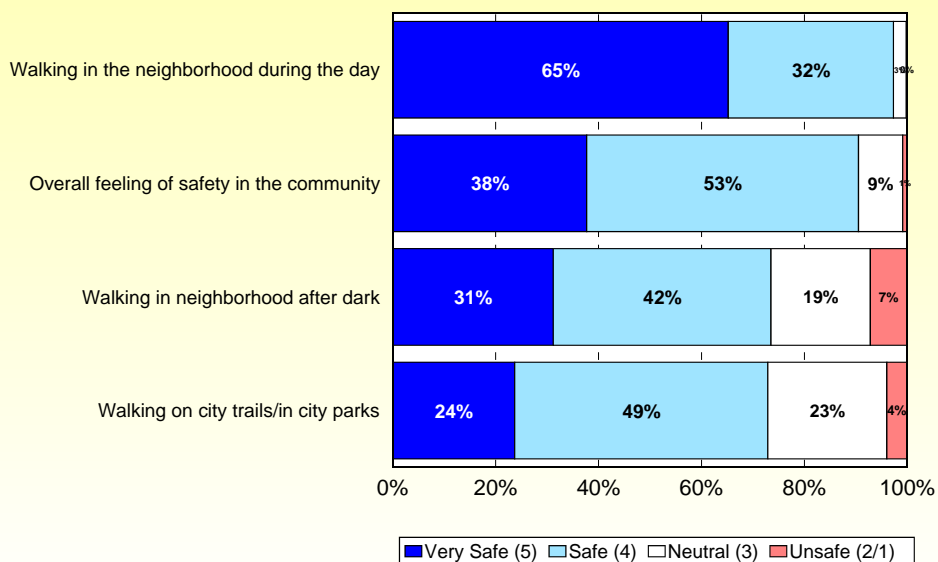
Q7. Public Safety Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



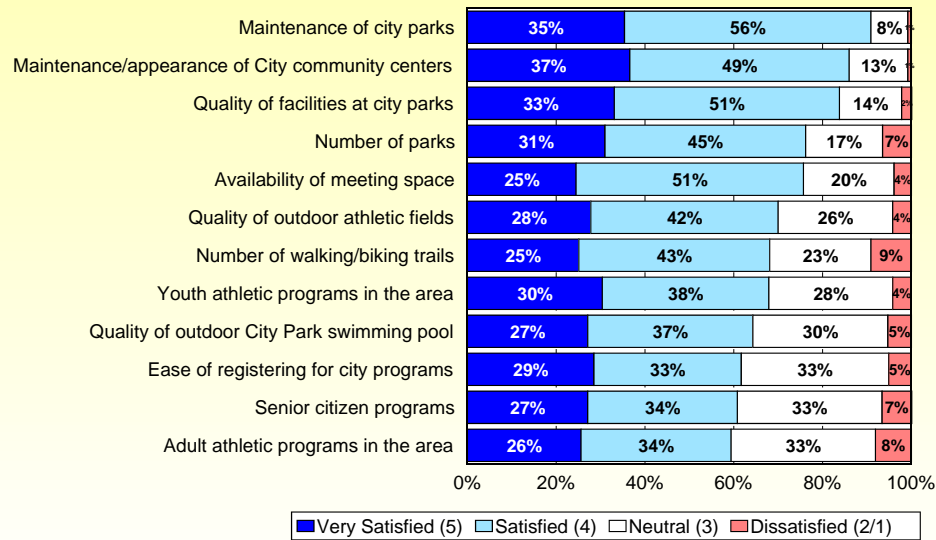
Q8. Level of Safety Residents Feel in Various Situations

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q9. Satisfaction with Parks and Recreation

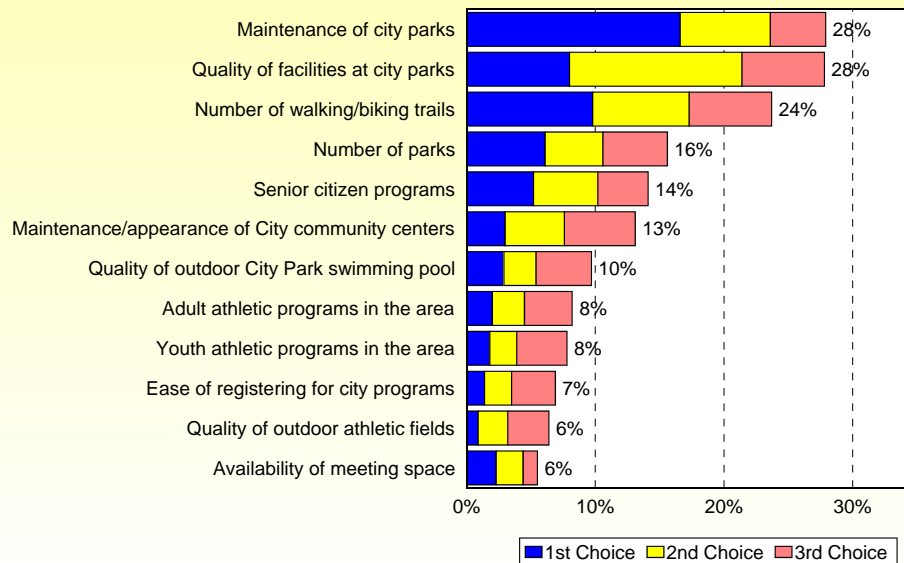
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q10. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

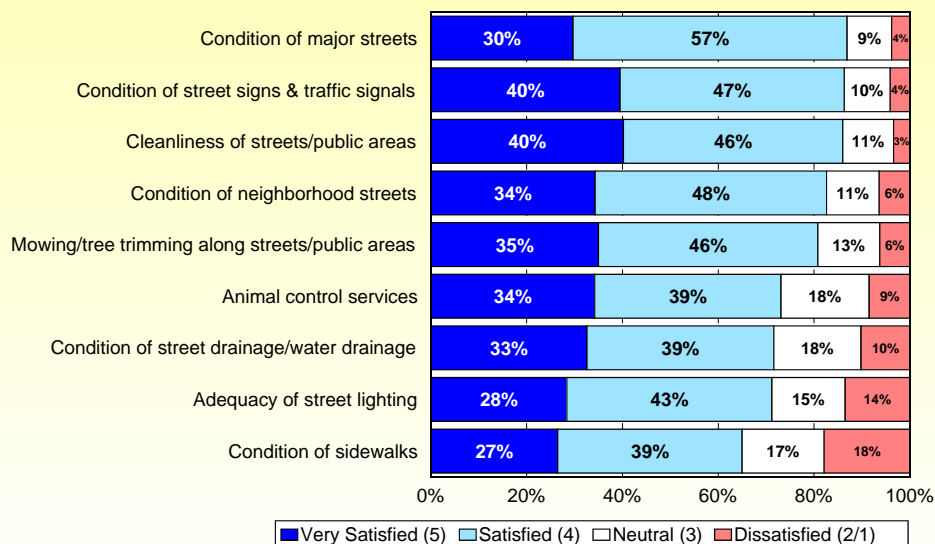
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2015)

Q11. Satisfaction with Public Works Services

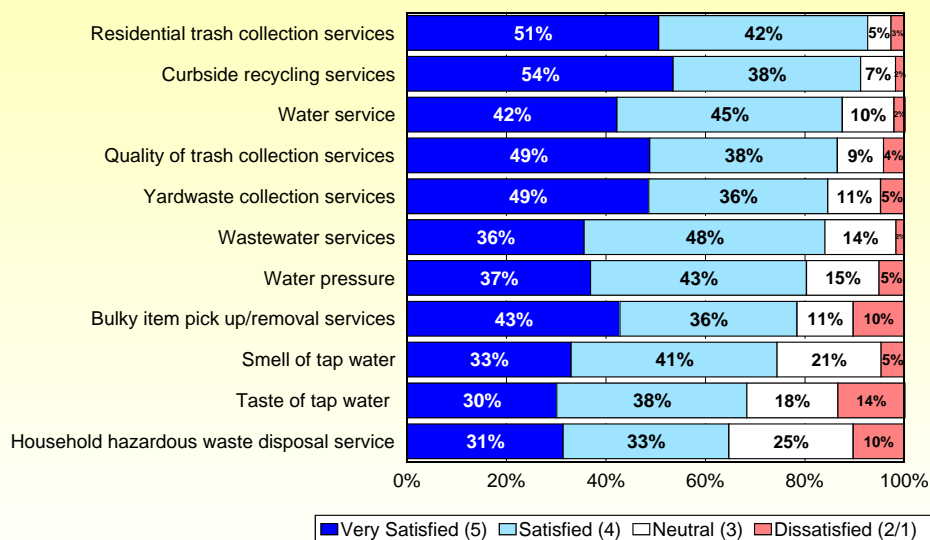
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

Q12. Satisfaction with Utility Services

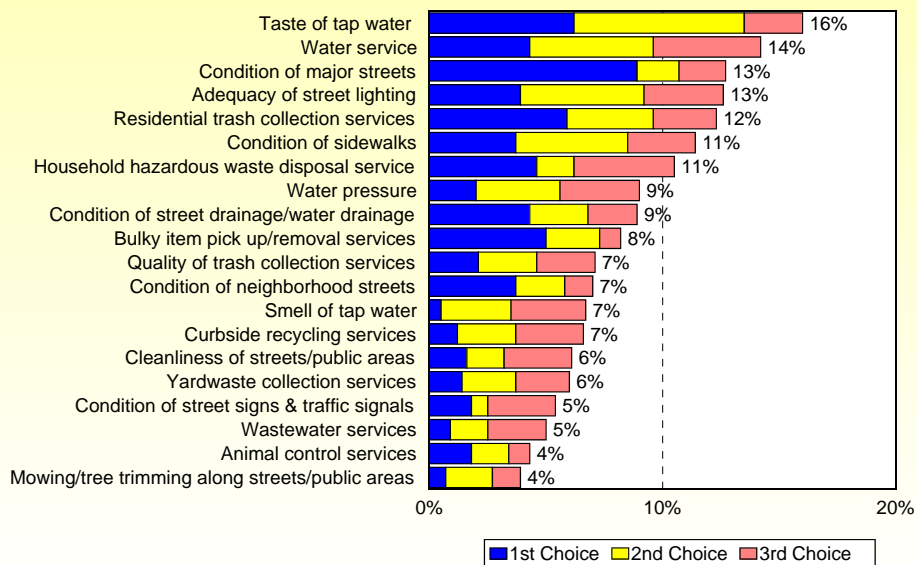
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2015)

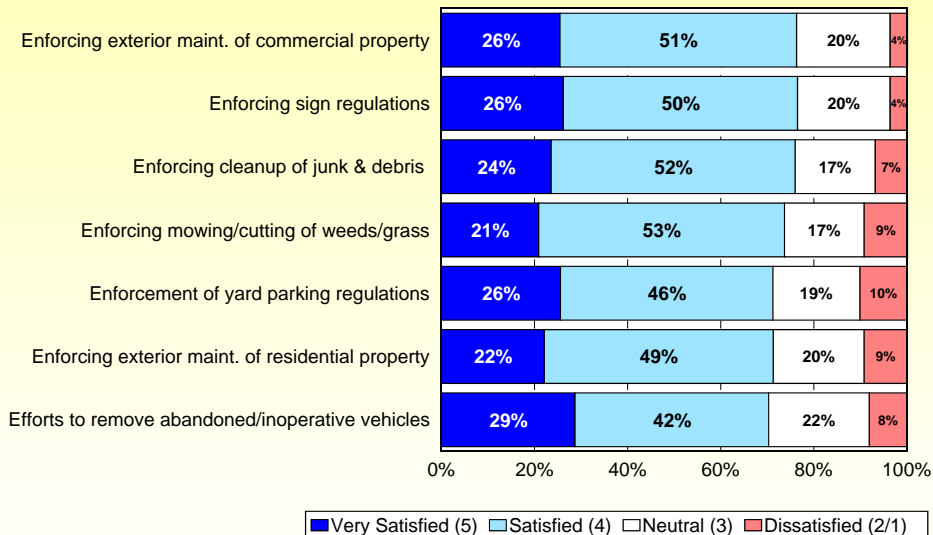
Q13. Public Works/Utility Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



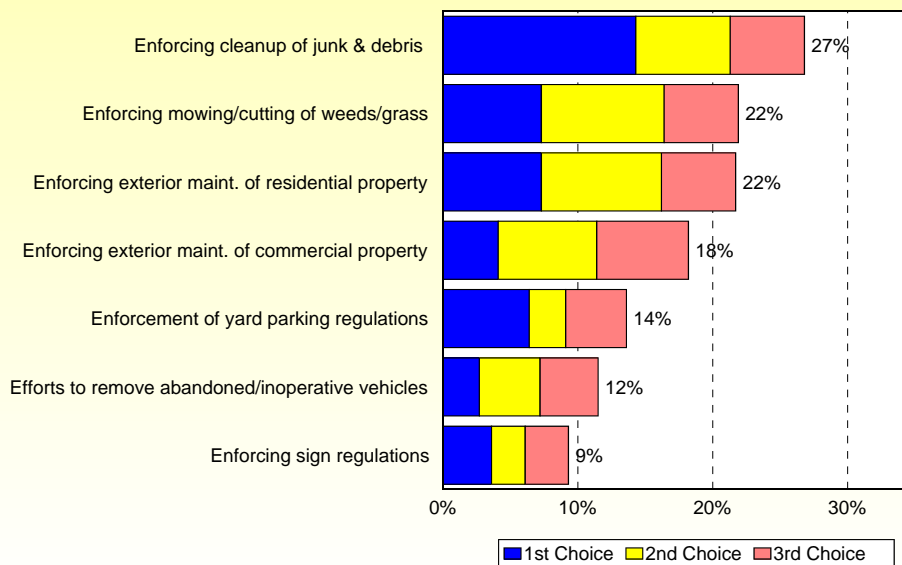
Q14. Satisfaction with Code Enforcement

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



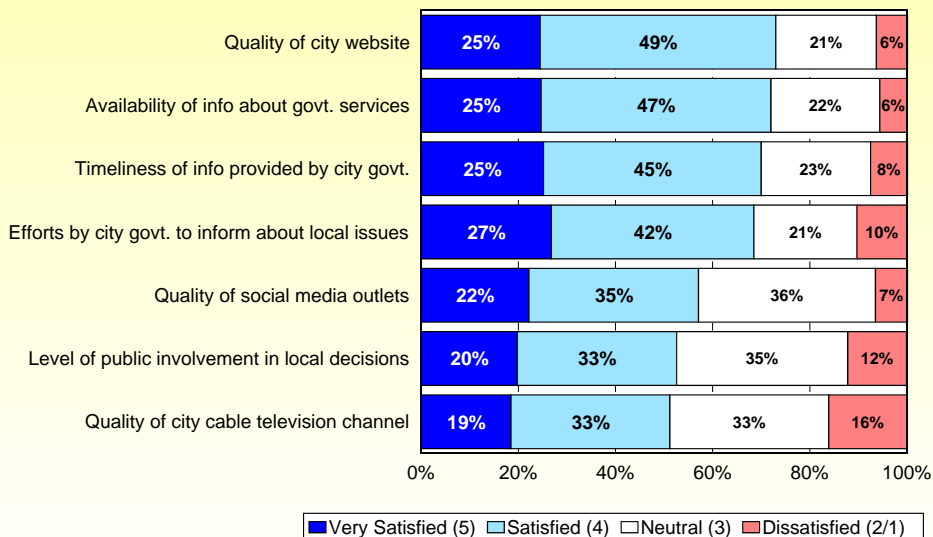
Q15. Code Enforcement Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



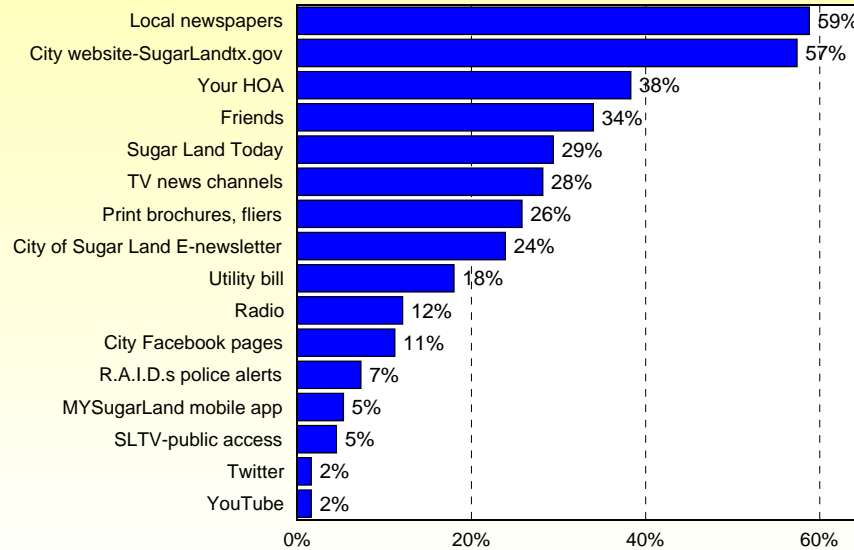
Q16. Satisfaction with Public Information Services

by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Q17. Sources From Which Respondents Currently Get Information About the City

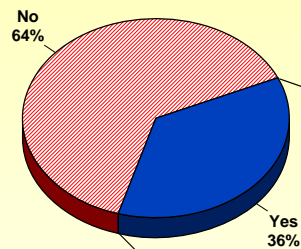
by percentage of respondents (multiple selections could be made)



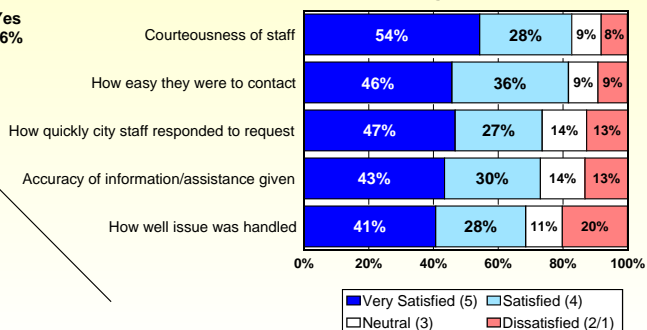
Source: ETC Institute (2015)

Q18. Have you called your city government with a question, problem, or complaint during the past year?

by percentage of respondents



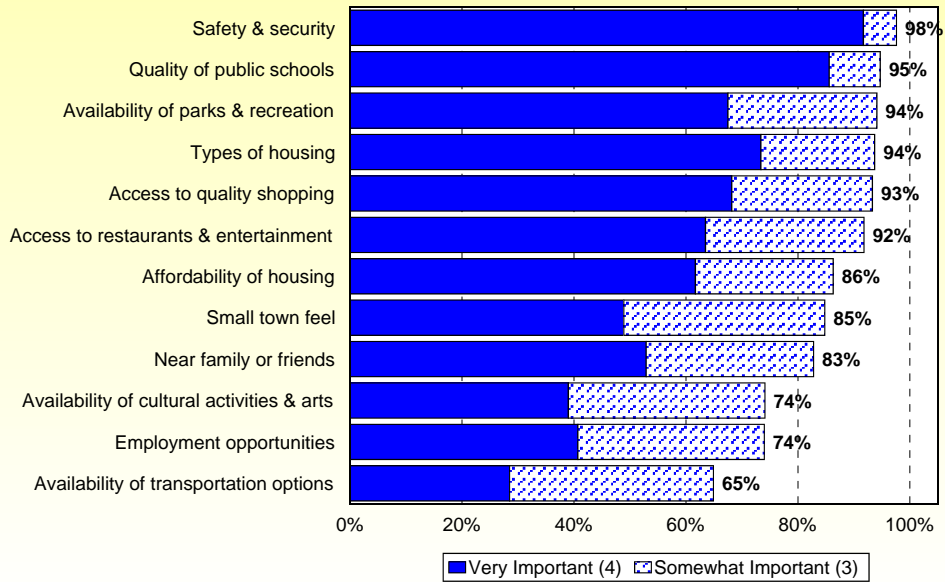
Q18a. Satisfaction With Government Employees (excluding don't knows)



Source: ETC Institute (2015)

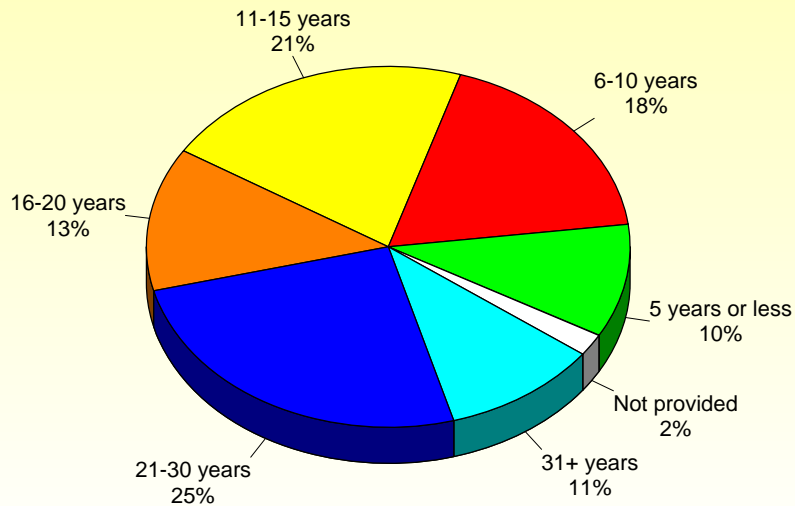
Q19. Importance of Various Reasons for Living in Sugar Land

by percentage of respondents who rated the item as a 3 or 4 on a 4-point scale



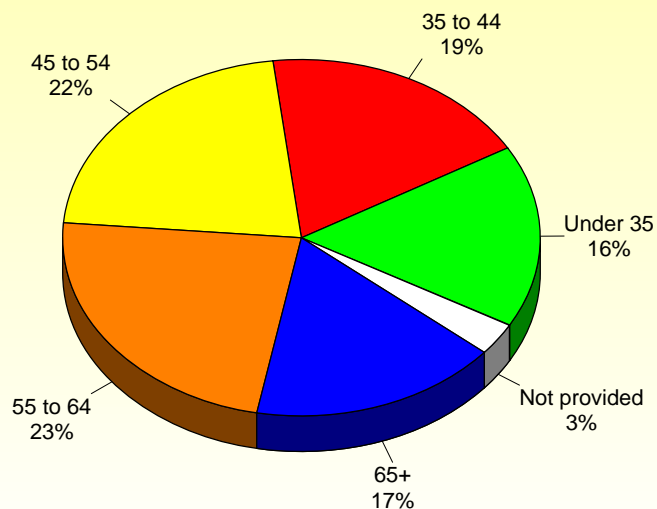
Q22. Demographics: Approximately how many years have you lived in Sugar Land?

by percentage of respondents



Q23. Demographics: What is your age?

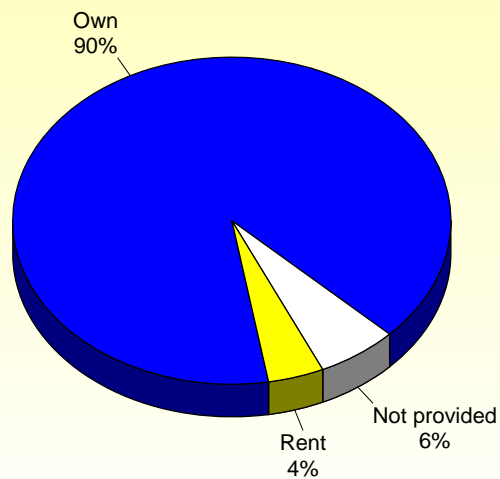
by percentage of respondents



Source: ETC Institute (2015)

Q24. Demographics: Do you own or rent your current residence?

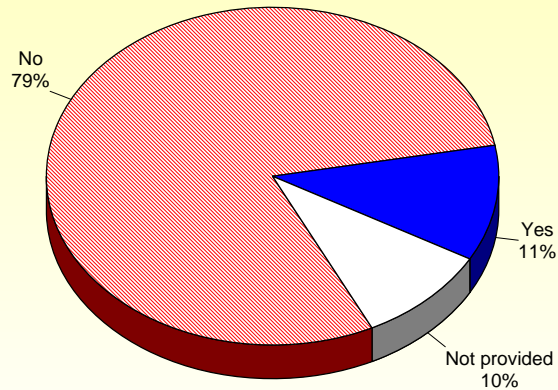
by percentage of respondents



Source: ETC Institute (2015)

Q25. Demographics: Are you or other members of your household of Hispanic or Latino ancestry?

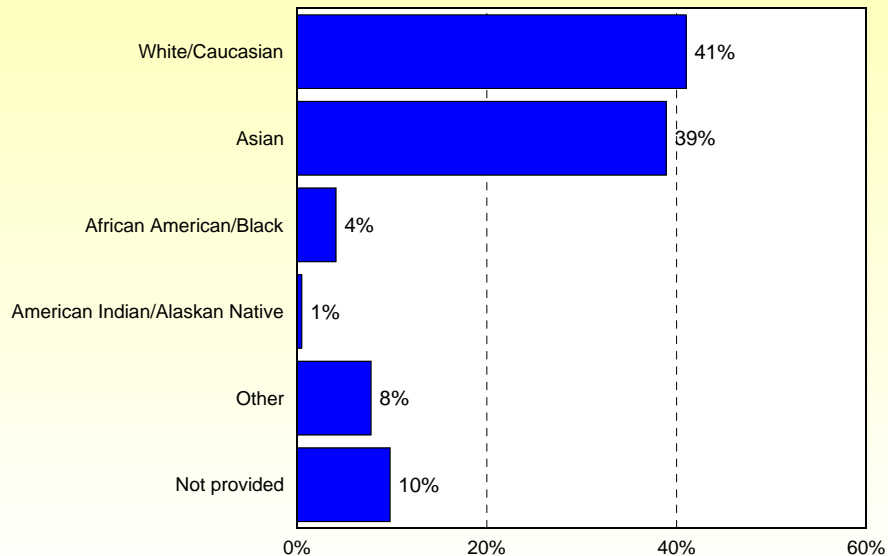
by percentage of respondents



Source: ETC Institute (2015)

Q26. Demographics: Which of the following best describes your race?

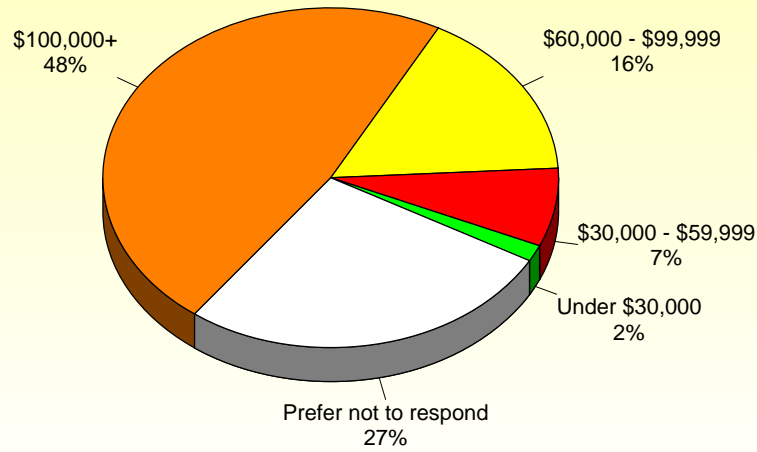
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2015)

Q27. Demographics: Which of the following best describes your household income?

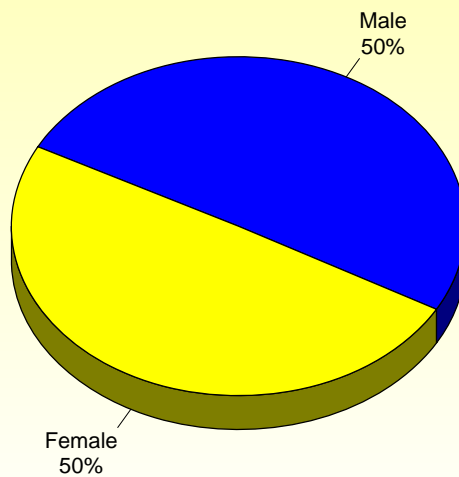
by percentage of respondents



Source: ETC Institute (2015)

Q28. Demographics: Gender

by percentage of respondents



Source: ETC Institute (2015)

Section 2: **Benchmarking Analysis**

Benchmarking Summary Report

Sugar Land, Texas

Overview

ETC Institute's *DirectionFinder* program was originally developed in 1999 to help community leaders across the United States use statistically valid community survey data as a tool for making better decisions. Since November of 1999, the survey has been administered in more than 230 cities in 43 states. Most participating cities conduct the survey on an annual or biennial basis.

This report contains benchmarking data from two sources: (1) a national survey that was administered by ETC Institute during the fall of 2014 to a random sample of over 4,000 residents living across the United States and (2) a regional survey administered to over 450 residents living in the Southwest portion of the United States during the fall of 2014. The Southwest Region includes residents living in the following states: Texas, Oklahoma, Arizona and New Mexico.

Interpreting the Charts

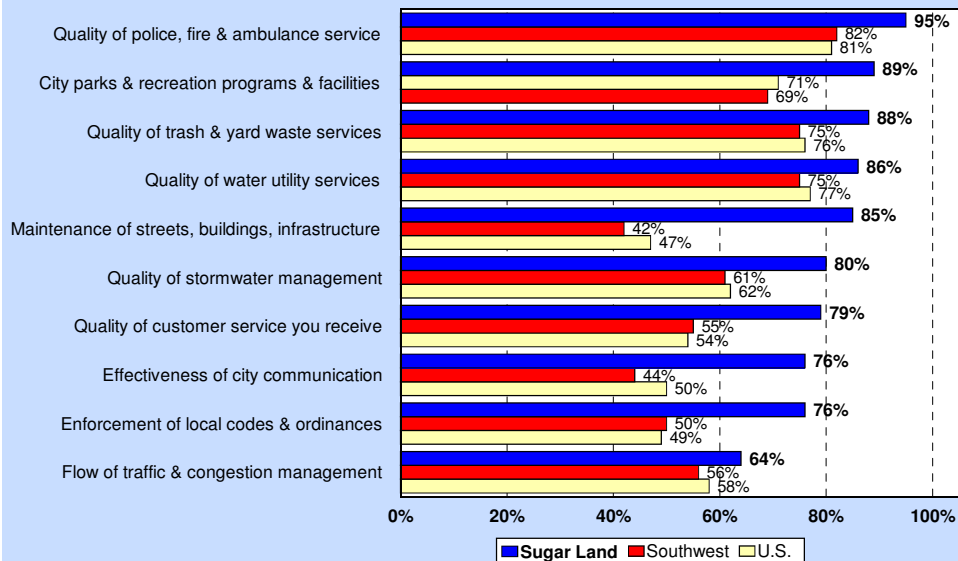
The charts on the following pages show how the overall results for Sugar Land compare to the United States national and regional averages based on the results of the 2014 survey that was administered by ETC Institute to a random sample of over 4,000 residents across the United States, and the regional survey administered to over 450 residents living in the Southwest region of the United States. The City of Sugar Land's results are shown in blue, the Southwest region averages are shown in red and the national averages are shown in yellow in the charts on the following pages.

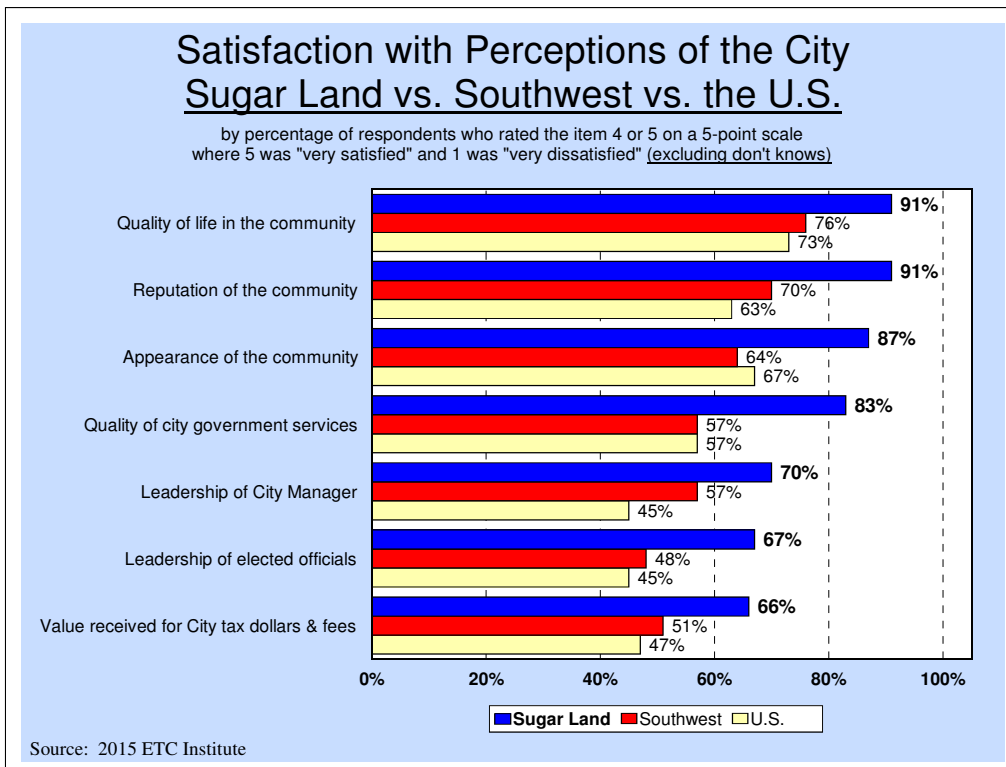
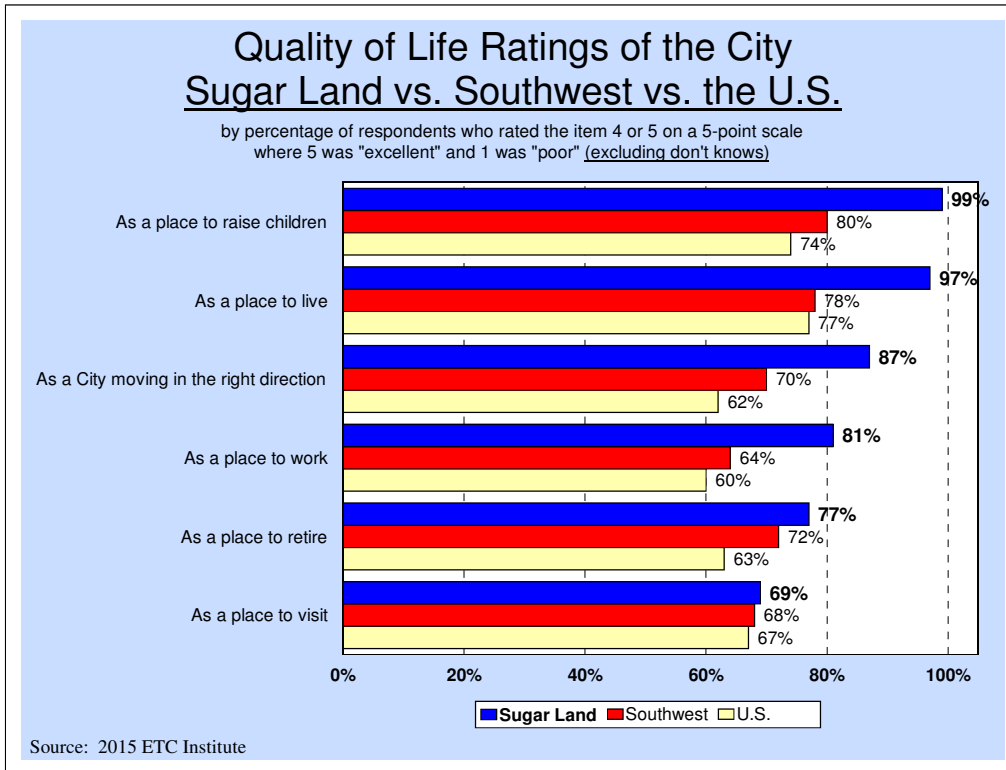
National Benchmarks

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Sugar Land, Texas is not authorized without written consent from ETC Institute.

Overall Satisfaction with Major City Services Sugar Land vs. Southwest vs. the U.S.

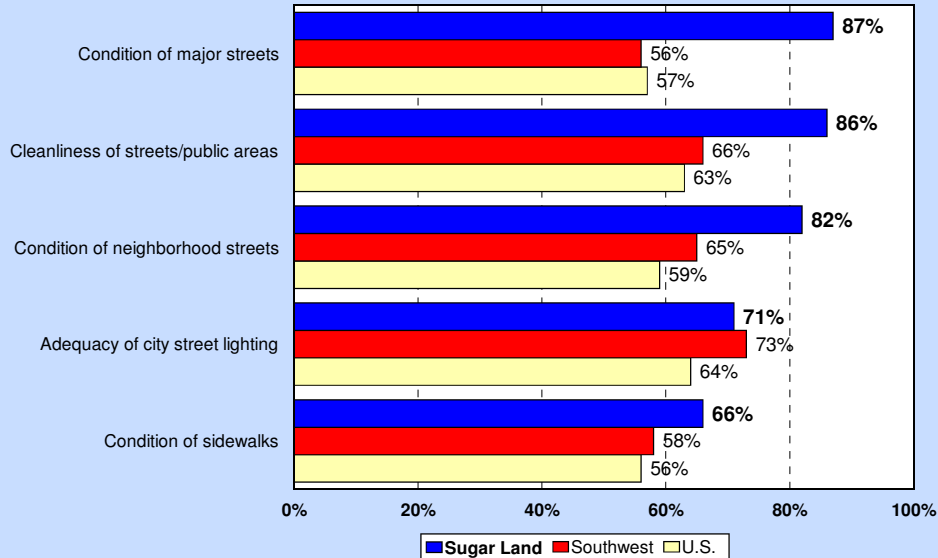
by percentage of respondents who rated the item 4 or 5 on a 5-point scale where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)





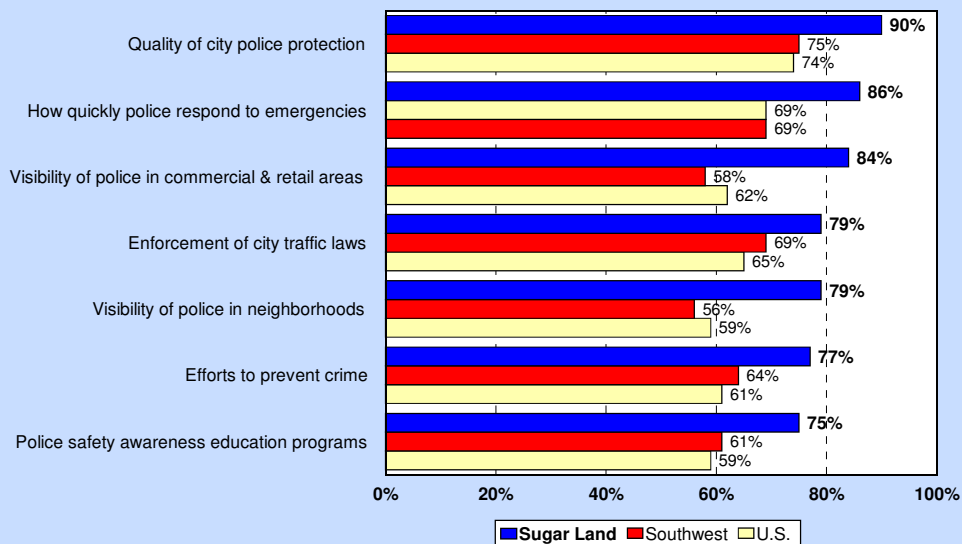
Satisfaction with Public Works Services Sugar Land vs. Southwest vs. the U.S.

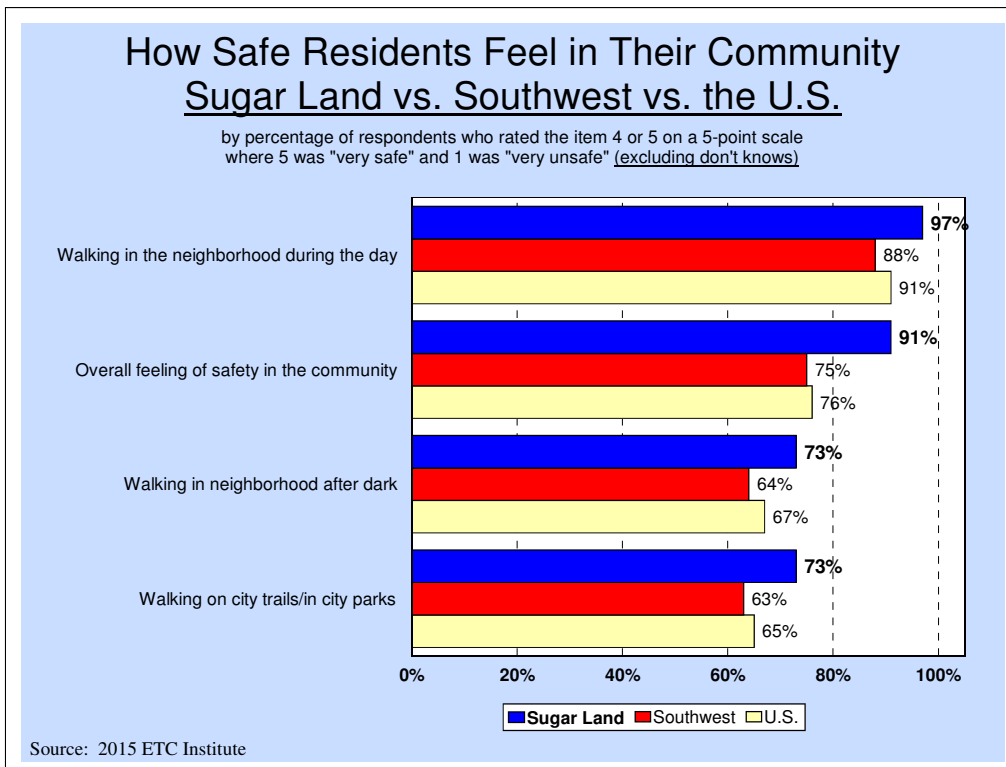
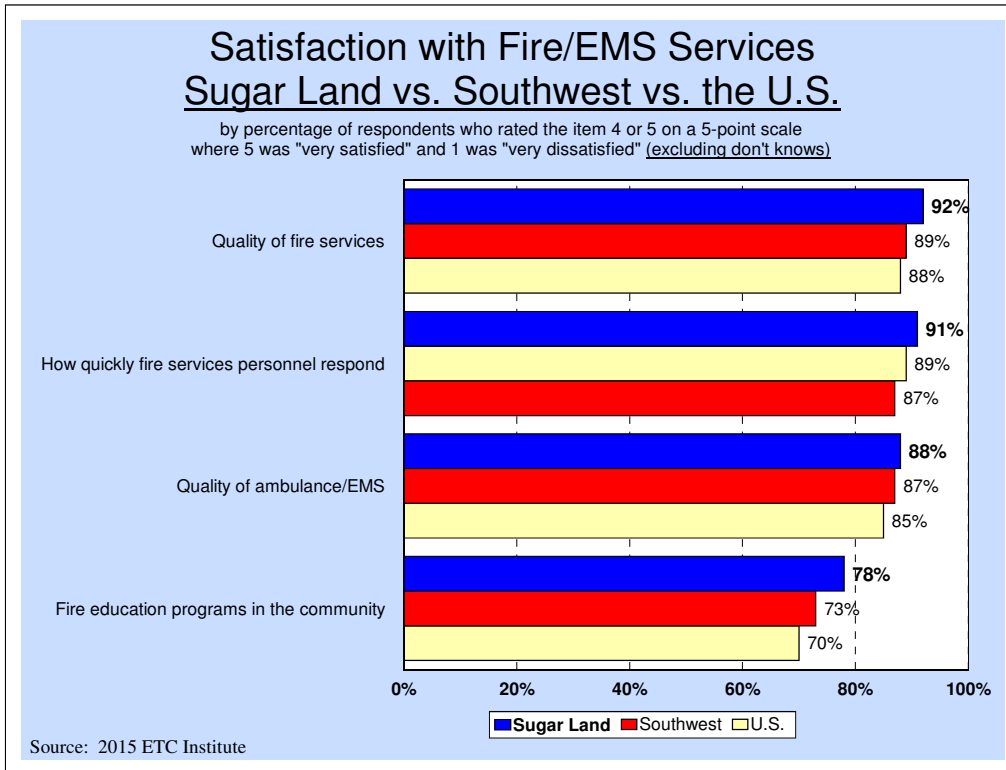
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

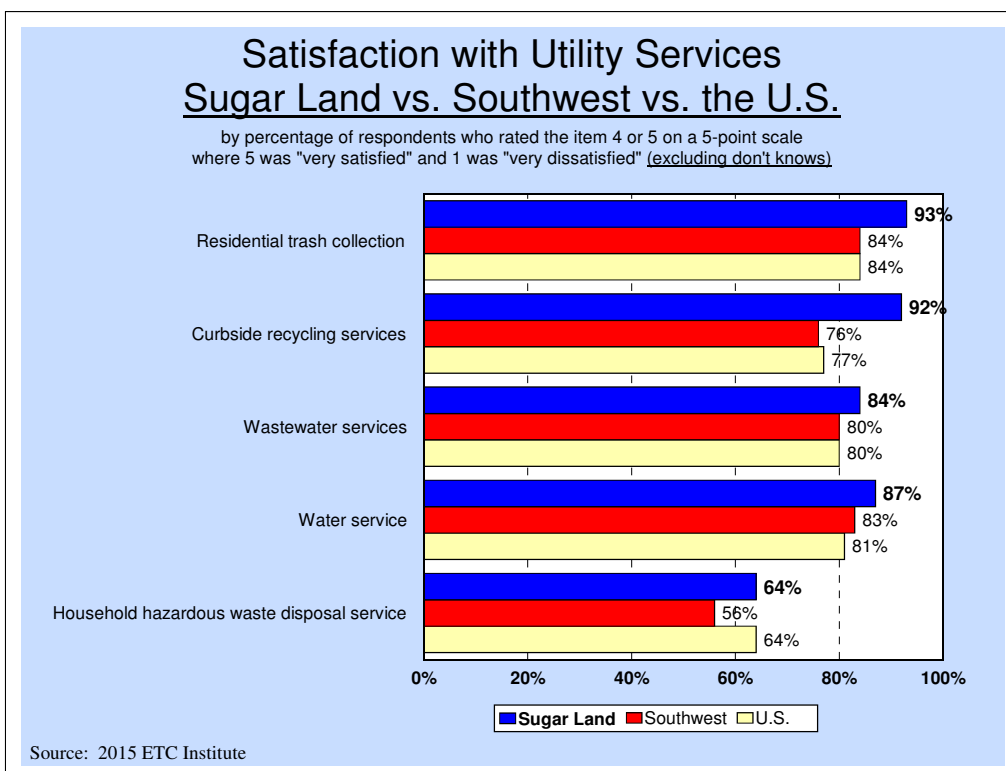
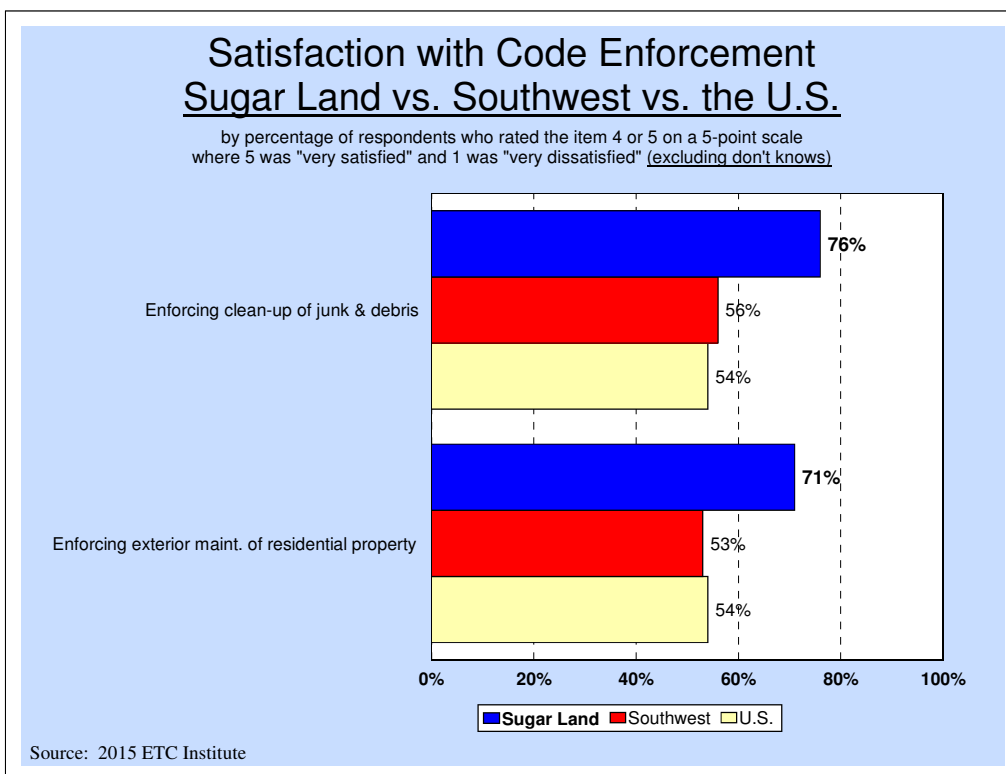


Satisfaction with Police Services Sugar Land vs. Southwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)

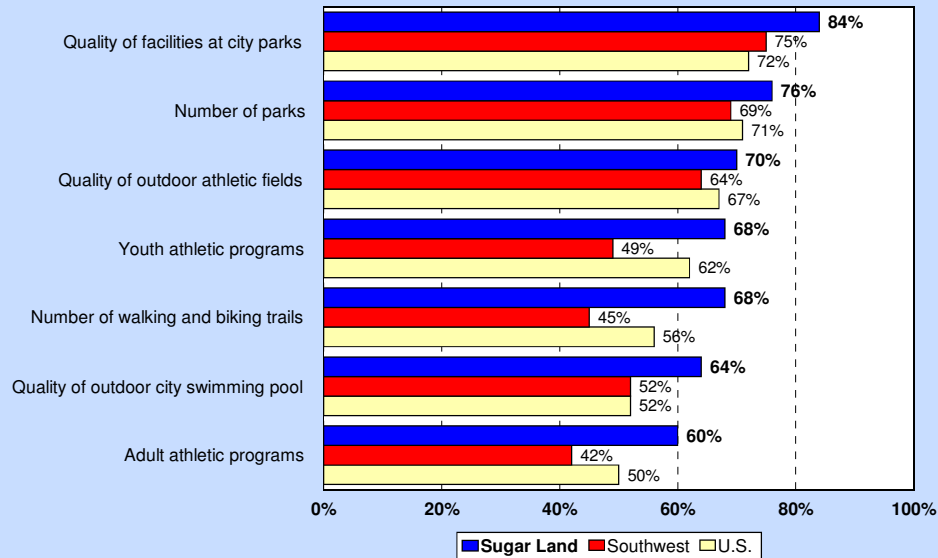






Satisfaction with Parks and Recreation Services Sugar Land vs. Southwest vs. the U.S.

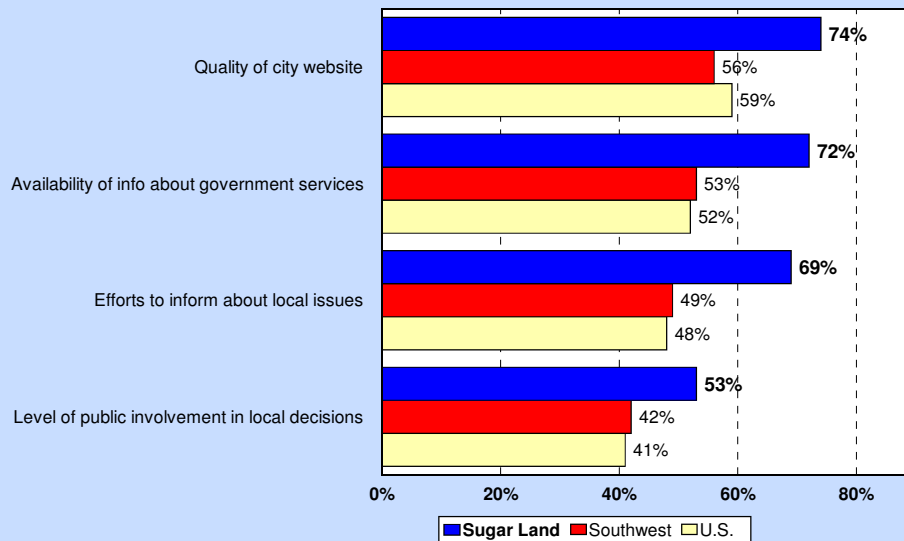
by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2015 ETC Institute

Overall Satisfaction with Public Information Services Sugar Land vs. Southwest vs. the U.S.

by percentage of respondents who rated the item 4 or 5 on a 5-point scale
where 5 was "very satisfied" and 1 was "very dissatisfied" (excluding don't knows)



Source: 2015 ETC Institute

Section 3:
Importance-Satisfaction
Analysis

Importance-Satisfaction Analysis

Sugar Land, Texas

Overview

Today, city officials have limited resources which need to be targeted to activities that are of the most benefit to their citizens. Two of the most important criteria for decision making are (1) to target resources toward services of the highest importance to citizens; and (2) to target resources toward those services where citizens are the least satisfied.

The Importance-Satisfaction (IS) rating is a unique tool that allows public officials to better understand both of these highly important decision making criteria for each of the services they are providing. The Importance-Satisfaction rating is based on the concept that cities will maximize overall citizen satisfaction by emphasizing improvements in those service categories where the level of satisfaction is relatively low and the perceived importance of the service is relatively high.

Methodology

The rating is calculated by summing the percentage of responses for items selected as the first, second, third and fourth most important services for the City to provide. This sum is then multiplied by 1 minus the percentage of respondents that indicated they were positively satisfied with the City's performance in the related area (the sum of the ratings of 4 and 5 on a 5-point scale excluding "don't knows"). "Don't know" responses are excluded from the calculation to ensure that the satisfaction ratings among service categories are comparable. $[IS = \text{Importance} \times (1 - \text{Satisfaction})]$.

Example of the Calculation. Respondents were asked to identify the major categories of city services they thought should receive the most emphasis over the next two years. Fifty-five percent (55%) selected *the flow of traffic and congestion management* as one of the most important services for the City to provide.

With regard to satisfaction, 64% of the residents surveyed rated the city's overall performance of *the flow of traffic and congestion management* as a "4" or a "5" on a 5-point scale (where "5" means "very satisfied") excluding "don't know" responses. The I-S rating for *the flow of traffic and congestion management* was calculated by multiplying the sum of the most important percentages by 1 minus the sum of the satisfaction percentages. In this example, 55% was multiplied by 36% (1-0.64). This calculation yielded an I-S rating of 0.1980, which was ranked first out of thirteen major service categories.



The maximum rating is 1.00 and would be achieved when 100% of the respondents select an item as one of their top three choices to emphasize over the next two years and 0% indicate that they are positively satisfied with the delivery of the service.

The lowest rating is 0.00 and could be achieved under either one of the following two situations:

- if 100% of the respondents were positively satisfied with the delivery of the service
- if none (0%) of the respondents selected the service as one of the three most important areas for the City to emphasize over the next two years.

Interpreting the Ratings

Ratings that are greater than or equal to 0.20 identify areas that should receive significantly more emphasis over the next two years. Ratings from .10 to .20 identify service areas that should receive increased emphasis. Ratings less than .10 should continue to receive the current level of emphasis.

- *Definitely Increase Emphasis ($IS \geq 0.20$)*
- *Increase Current Emphasis ($0.10 \leq IS < 0.20$)*
- *Maintain Current Emphasis ($IS < 0.10$)*

The results for Sugar Land are provided on the following pages.

Importance-Satisfaction Rating

City of Sugar Land, TX

OVERALL

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
High Priority (IS .10 - .20)						
Flow of traffic & congestion management	55%	1	64%	13	0.1980	1
Medium Priority (IS <.10)						
Maintenance of streets/sidewalks/infrastructure	34%	2	85%	8	0.0510	2
Enforcement of local codes & ordinances	13%	6	76%	12	0.0312	3
Quality of storm water management	15%	5	80%	9	0.0300	4
Effectiveness of communication by city govt.	12%	7	76%	11	0.0288	5
Quality of parks & recreation programs/facilities	18%	4	89%	2	0.0198	6
Quality of customer service by city govt.	9%	11	79%	10	0.0189	7
Quality of police, fire & ambulance service	30%	3	95%	1	0.0150	8
Emergency preparedness	10%	9	86%	6	0.0140	9
Quality of water utility services	10%	8	86%	7	0.0140	10
Ensuring community is prepared for emergencies	9%	10	88%	3	0.0108	11
Quality of trash & yard waste services	6%	12	88%	4	0.0072	12
Quality of wastewater utility services	4%	13	87%	5	0.0052	13

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sugar Land, TX

PUBLIC SAFETY

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS < .10)						
Visibility of police in neighborhoods	29%	1	79%	8	0.0609	1
Efforts by city government to prevent crime	25%	3	77%	11	0.0575	2
Overall quality of city police protection	28%	2	90%	3	0.0280	3
How quickly police respond to emergencies	19%	4	86%	6	0.0266	4
Visibility of police in commercial & retail areas	15%	5	84%	7	0.0240	5
Fire inspection programs in the community	8%	11	72%	13	0.0224	6
Enforcement of city traffic laws	10%	10	79%	9	0.0210	7
Police safety awareness education programs	7%	12	75%	12	0.0175	8
Quality of ambulance/EMS	13%	7	88%	4	0.0156	9
How quickly ambulance/EMS personnel respond	12%	9	87%	5	0.0156	10
Fire education programs in the community	7%	13	78%	10	0.0154	11
Parking enforcement services	5%	14	70%	14	0.0150	12
Overall quality of fire services	14%	6	92%	1	0.0112	13
How quickly fire services personnel respond	12%	8	91%	2	0.0108	14

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first, second, and third most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sugar Land, TX

PARKS AND RECREATION

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Number of walking/biking trails	24%	3	68%	7	0.0768	1
Senior citizen programs	14%	5	61%	11	0.0546	2
Quality of facilities at city parks	28%	2	84%	3	0.0448	3
Number of parks	16%	4	76%	4	0.0384	4
Quality of outdoor City Park swimming pool	10%	7	64%	9	0.0360	5
Adult athletic programs in the area	8%	8	60%	12	0.0320	6
Ease of registering for city programs	7%	10	62%	10	0.0266	7
Youth athletic programs in the area	8%	9	68%	8	0.0256	8
Maintenance of city parks	28%	1	91%	1	0.0252	9
Maintenance/appearance of City community centers	13%	6	86%	2	0.0182	10
Quality of outdoor athletic fields	6%	11	70%	6	0.0180	11
Availability of meeting space	6%	12	76%	5	0.0144	12

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sugar Land, TX

PUBLIC WORKS/UTILITIES

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Taste of tap water	16%	1	68%	18	0.0512	1
Household hazardous waste disposal service	11%	7	64%	20	0.0396	2
Adequacy of street lighting	13%	4	71%	17	0.0377	3
Condition of sidewalks	11%	6	66%	19	0.0374	4
Condition of street drainage/water drainage	9%	9	72%	16	0.0252	5
Water service	14%	2	87%	5	0.0182	6
Smell of tap water	7%	13	74%	14	0.0182	7
Water pressure	9%	8	80%	12	0.0180	8
Condition of major streets	13%	3	87%	3	0.0169	9
Bulky item pick up/removal services	8%	10	79%	13	0.0168	10
Condition of neighborhood streets	7%	12	82%	10	0.0126	11
Animal control services	4%	19	73%	15	0.0108	12
Quality of trash collection services	7%	11	87%	6	0.0091	13
Yardwaste collection services	6%	16	85%	8	0.0090	14
Cleanliness of streets/public areas	6%	15	86%	7	0.0084	15
Residential trash collection services	12%	5	93%	1	0.0084	16
Wastewater services	5%	18	84%	9	0.0080	17
Mowing/tree trimming along streets/public areas	4%	20	81%	11	0.0076	18
Condition of street signs & traffic signals	5%	17	87%	4	0.0065	19
Curbside recycling services	7%	14	92%	2	0.0056	20

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

Importance-Satisfaction Rating

City of Sugar Land, TX

CODE ENFORCEMENT

Category of Service	Most Important %	Most Important Rank	Satisfaction %	Satisfaction Rank	Importance-Satisfaction Rating	I-S Rating Rank
Medium Priority (IS <.10)						
Enforcing cleanup of junk & debris	27%	1	76%	3	0.0648	1
Enforcing exterior maint. of residential property	22%	3	71%	6	0.0638	2
Enforcing mowing/cutting of weeds/grass	22%	2	74%	4	0.0572	3
Enforcing exterior maint. of commercial property	18%	4	77%	1	0.0414	4
Enforcement of yard parking regulations	14%	5	72%	5	0.0392	5
Efforts to remove abandoned/inoperative vehicles	12%	6	71%	7	0.0348	6
Enforcing sign regulations	9%	7	76%	2	0.0216	7

Note: The I-S Rating is calculated by multiplying the "Most Important" % by (1-'Satisfaction' %)

Most Important %:

The "Most Important" percentage represents the sum of the first and second most important responses for each item. Respondents were asked to identify the items they thought should receive the most emphasis over the next two years.

Satisfaction %:

The "Satisfaction" percentage represents the sum of the ratings "4" and "5" excluding 'don't knows.' Respondents ranked their level of satisfaction with the each of the items on a scale of 1 to 5 with "5" being very satisfied and "1" being very dissatisfied.

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Importance-Satisfaction Matrix Analysis

The Importance-Satisfaction rating is based on the concept that public agencies will maximize overall customer satisfaction by emphasizing improvements in those areas where the level of satisfaction is relatively low and the perceived importance of the service is relatively high. ETC Institute developed an Importance-Satisfaction Matrix to display the perceived importance of major services that were assessed on the survey against the perceived quality of service delivery. The two axes on the matrix represent Satisfaction (vertical) and relative Importance (horizontal).

The I-S (Importance-Satisfaction) matrix should be interpreted as follows.

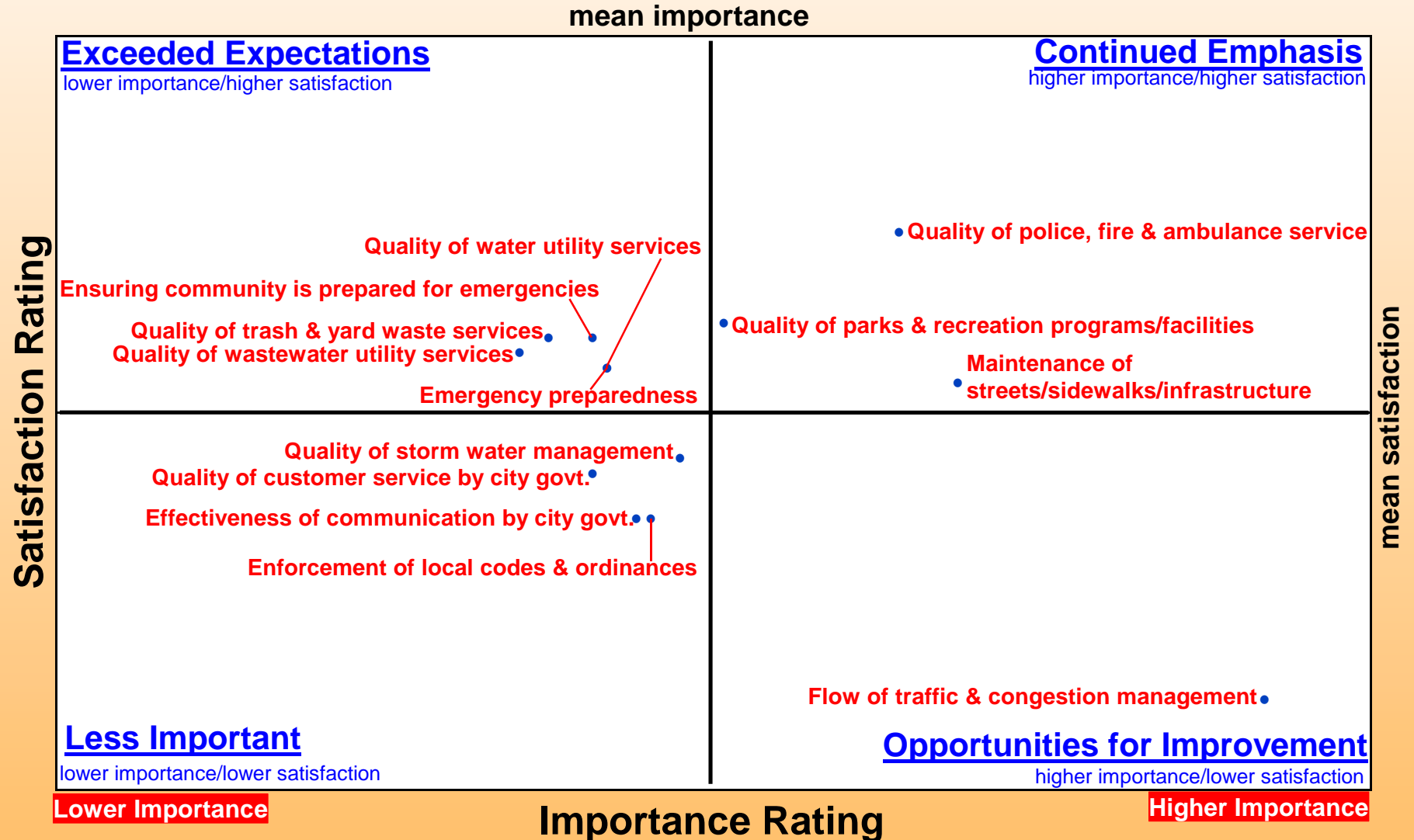
- **Continued Emphasis (above average importance and above average satisfaction).** This area shows where the City is meeting customer expectations. Items in this area have a significant impact on the customer's overall level of satisfaction. The City should maintain (or slightly increase) emphasis on items in this area.
- **Exceeding Expectations (below average importance and above average satisfaction).** This area shows where the City is performing significantly better than customers expect the City to perform. Items in this area do not significantly affect the overall level of satisfaction that residents have with City services. The City should maintain (or slightly decrease) emphasis on items in this area.
- **Opportunities for Improvement (above average importance and below average satisfaction).** This area shows where the City is not performing as well as residents expect the City to perform. This area has a significant impact on customer satisfaction, and the City should DEFINITELY increase emphasis on items in this area.
- **Less Important (below average importance and below average satisfaction).** This area shows where the City is not performing well relative to the City's performance in other areas; however, this area is generally considered to be less important to residents. This area does not significantly affect overall satisfaction with City services because the items are less important to residents. The agency should maintain current levels of emphasis on items in this area.

Matrices showing the results for Sugar Land are provided on the following pages.

City of Sugar Land Resident Survey Importance-Satisfaction Assessment Matrix

-Overall-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)

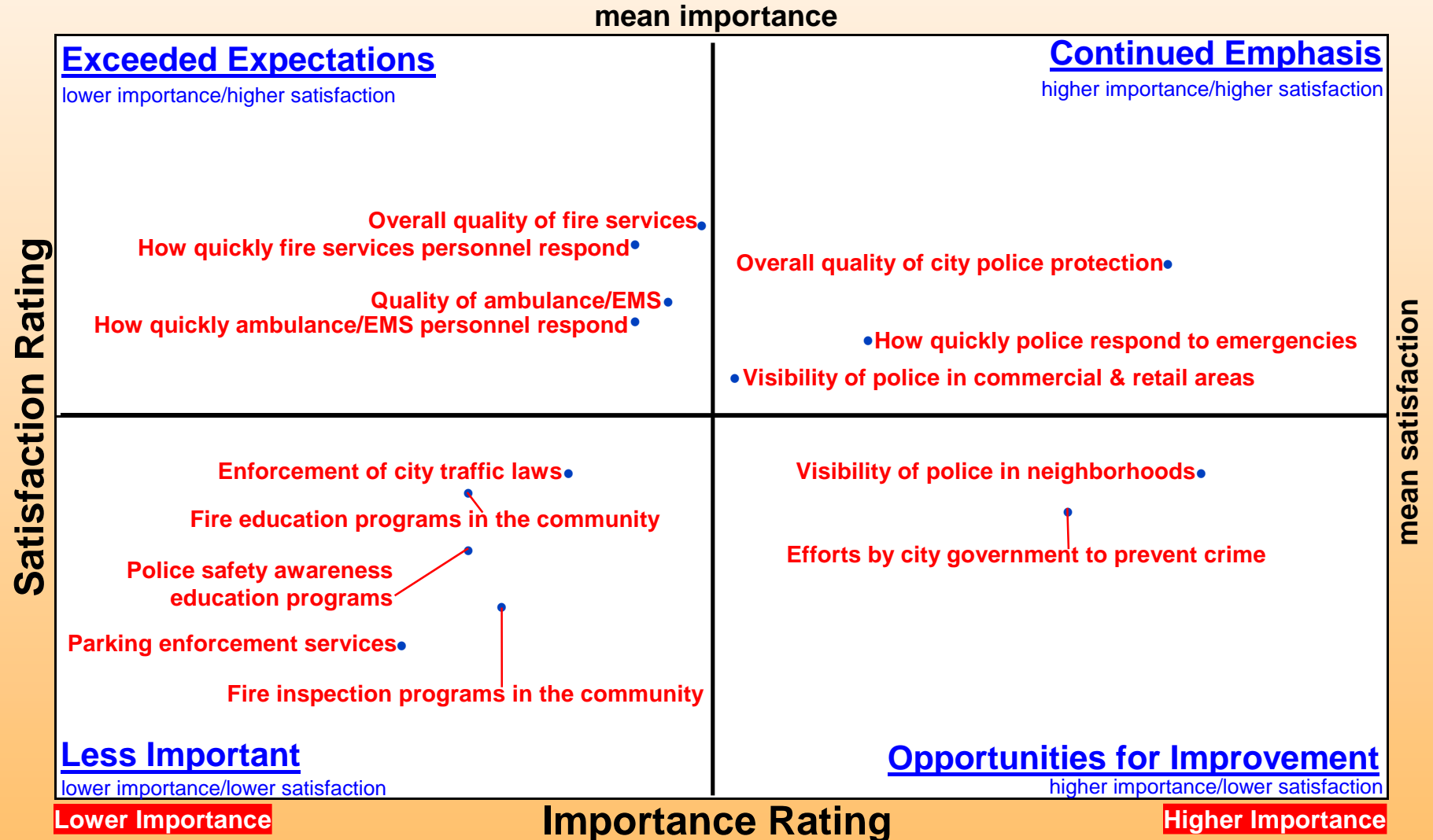


Source: ETC Institute (2015)

City of Sugar Land Resident Survey Importance-Satisfaction Assessment Matrix

-Public Safety Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



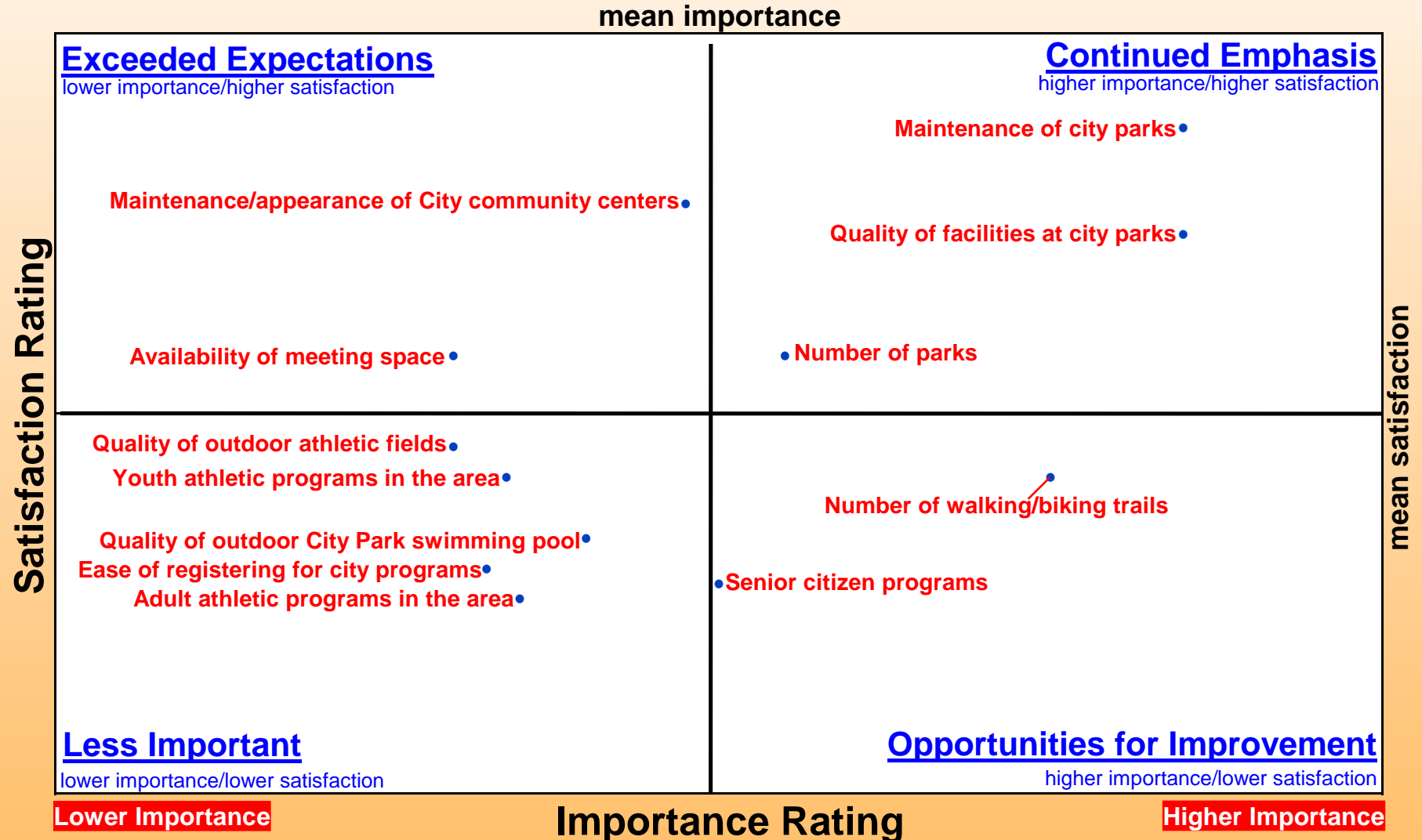
Source: ETC Institute (2015)

City of Sugar Land Resident Survey

Importance-Satisfaction Assessment Matrix

-Parks and Recreation-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



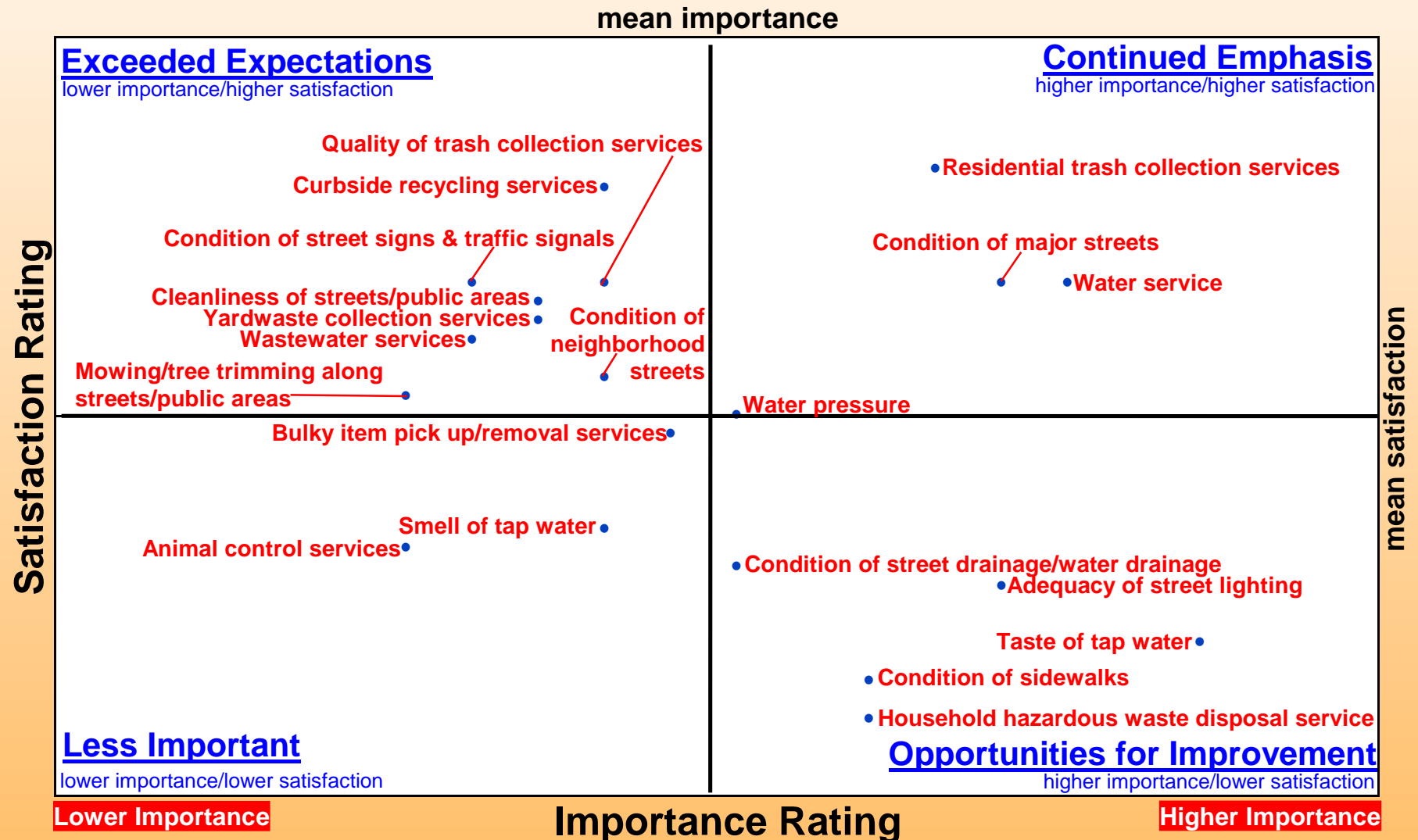
Source: ETC Institute (2015)

City of Sugar Land Resident Survey

Importance-Satisfaction Assessment Matrix

-Public Works/Utility Services-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



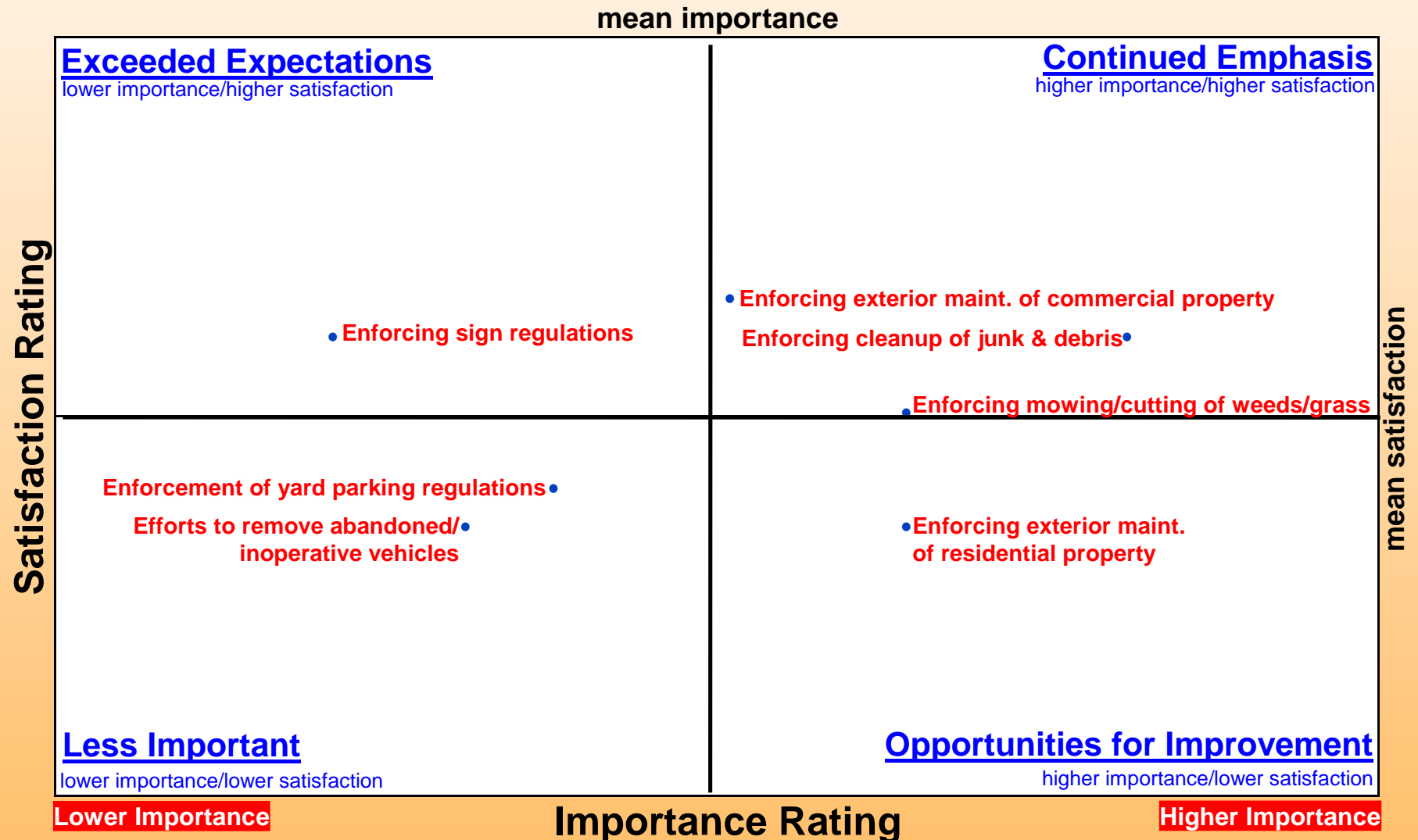
Source: ETC Institute (2015)

City of Sugar Land Resident Survey

Importance-Satisfaction Assessment Matrix

-Code Enforcement-

(points on the graph show deviations from the mean importance and satisfaction ratings given by respondents to the survey)



Source: ETC Institute (2015)

Section 4:

Tabular Data

Q1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Sugar Land:

(N=561)

	Excellent	Good	Neutral	Below Average	Poor	Don't Know
Q1a. As a place to live	69.0%	28.0%	1.8%	1.1%	0.0%	0.2%
Q1b. As a place to raise children	66.3%	30.2%	1.4%	0.4%	0.0%	1.8%
Q1c. As a place to work	42.5%	28.4%	15.4%	0.5%	0.5%	12.6%
Q1d. As a place to retire	39.9%	30.3%	17.1%	2.5%	2.0%	8.2%
Q1e. As a place to visit	32.7%	34.0%	22.5%	6.4%	1.6%	2.7%
Q1f. As a city moving in right direction	46.9%	38.9%	10.3%	1.1%	1.1%	1.8%
Q1g. As a place you are proud to call home	65.4%	29.1%	3.4%	1.6%	0.2%	0.4%

WITHOUT DON'T KNOW**Q1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Sugar Land:
(without "don't know")**

(N=561)

	Excellent	Good	Neutral	Below Average	Poor
Q1a. As a place to live	69.1%	28.0%	1.8%	1.1%	0.0%
Q1b. As a place to raise children	67.5%	30.7%	1.5%	0.4%	0.0%
Q1c. As a place to work	48.7%	32.4%	17.7%	0.6%	0.6%
Q1d. As a place to retire	43.5%	33.0%	18.6%	2.7%	2.1%
Q1e. As a place to visit	33.6%	34.9%	23.2%	6.6%	1.7%
Q1f. As a city moving in right direction	47.7%	39.6%	10.5%	1.1%	1.1%
Q1g. As a place you are proud to call home	65.6%	29.2%	3.4%	1.6%	0.2%

Q2. Major categories of services provided by the City of Sugar Land are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q2a. Quality of police, fire & ambulance service	56.3%	34.0%	4.3%	0.5%	0.2%	4.6%
Q2b. Overall efforts by city government in your area to ensure community is prepared for emergencies	44.0%	39.0%	10.9%	0.2%	0.4%	5.5%
Q2c. Overall maintenance of city streets, sidewalks & infrastructure	41.1%	42.5%	9.5%	4.8%	1.1%	1.1%
Q2d. Overall effectiveness of communication by city government in your area	37.1%	37.6%	18.9%	3.4%	0.9%	2.1%
Q2e. Overall flow of traffic & congestion management on streets in City of Sugar Land	21.9%	41.4%	20.1%	14.8%	1.4%	0.4%
Q2f. Overall quality of storm water management in City of Sugar Land	34.2%	43.3%	15.3%	3.2%	0.5%	3.4%
Q2g. Overall quality of water utility services	39.8%	43.9%	11.9%	2.1%	0.4%	2.0%
Q2h. Overall quality of wastewater utility services	39.2%	43.9%	8.9%	2.9%	0.4%	4.8%
Q2i. Overall quality of trash & yard waste services	49.0%	38.0%	7.7%	4.5%	0.0%	0.9%
Q2j. Overall quality of parks & recreation programs & facilities	44.6%	42.2%	8.6%	2.1%	0.2%	2.3%
Q2k. Overall quality of customer service provided by city government	35.3%	37.8%	16.6%	1.6%	1.6%	7.1%
Q2l. Enforcement of local codes & ordinances	30.3%	39.9%	17.1%	3.9%	0.9%	7.8%
Q2m. Emergency preparedness	36.0%	42.0%	11.1%	1.8%	0.0%	9.1%

WITHOUT DON'T KNOW

Q2. Major categories of services provided by the City of Sugar Land are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q2a. Quality of police, fire & ambulance service	59.1%	35.7%	4.5%	0.6%	0.2%
Q2b. Overall efforts by city government in your area to ensure community is prepared for emergencies	46.6%	41.3%	11.5%	0.2%	0.4%
Q2c. Overall maintenance of city streets, sidewalks & infrastructure	41.5%	43.0%	9.6%	4.9%	1.1%
Q2d. Overall effectiveness of communication by city government in your area	37.9%	38.4%	19.3%	3.5%	0.9%
Q2e. Overall flow of traffic & congestion management on streets in City of Sugar Land	22.0%	41.5%	20.2%	14.8%	1.4%
Q2f. Overall quality of storm water management in City of Sugar Land	35.4%	44.8%	15.9%	3.3%	0.6%
Q2g. Overall quality of water utility services	40.5%	44.7%	12.2%	2.2%	0.4%
Q2h. Overall quality of wastewater utility services	41.2%	46.1%	9.4%	3.0%	0.4%
Q2i. Overall quality of trash & yard waste services	49.5%	38.3%	7.7%	4.5%	0.0%
Q2j. Overall quality of parks & recreation programs & facilities	45.6%	43.2%	8.8%	2.2%	0.2%
Q2k. Overall quality of customer service provided by city government	38.0%	40.7%	17.9%	1.7%	1.7%
Q2l. Enforcement of local codes & ordinances	32.9%	43.3%	18.6%	4.3%	1.0%
Q2m. Emergency preparedness	39.6%	46.3%	12.2%	2.0%	0.0%

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q3. 1st choice	Number	Percent
Quality of police, fire & ambulance service	86	15.3 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	13	2.3 %
Overall maintenance of city streets, sidewalks & infrastructure	56	10.0 %
Overall effectiveness of communication by city government in your area	25	4.5 %
Overall flow of traffic & congestion management on streets in City of Sugar Land	167	29.8 %
Overall quality of storm water management in City of Sugar Land	31	5.5 %
Overall quality of water utility services	7	1.2 %
Overall quality of wastewater utility services	5	0.9 %
Overall quality of trash & yard waste services	12	2.1 %
Overall quality of parks & recreation programs & facilities	16	2.9 %
Overall quality of customer service provided by city government	6	1.1 %
Enforcement of local codes & ordinances	10	1.8 %
Emergency preparedness	9	1.6 %
None chosen	118	21.0 %
Total	561	100.0 %

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

<u>Q3. 2nd choice</u>	<u>Number</u>	<u>Percent</u>
Quality of police, fire & ambulance service	39	7.0 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	23	4.1 %
Overall maintenance of city streets, sidewalks & infrastructure	93	16.6 %
Overall effectiveness of communication by city government in your area	21	3.7 %
Overall flow of traffic & congestion management on streets in City of Sugar Land	71	12.7 %
Overall quality of storm water management in City of Sugar Land	30	5.3 %
Overall quality of water utility services	32	5.7 %
Overall quality of wastewater utility services	7	1.2 %
Overall quality of trash & yard waste services	5	0.9 %
Overall quality of parks & recreation programs & facilities	39	7.0 %
Overall quality of customer service provided by city government	14	2.5 %
Enforcement of local codes & ordinances	29	5.2 %
Emergency preparedness	20	3.6 %
<u>None chosen</u>	<u>138</u>	<u>24.6 %</u>
Total	561	100.0 %

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q3. 3rd choice	Number	Percent
Quality of police, fire & ambulance service	41	7.3 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	17	3.0 %
Overall maintenance of city streets, sidewalks & infrastructure	42	7.5 %
Overall effectiveness of communication by city government in your area	19	3.4 %
Overall flow of traffic & congestion management on streets in City of Sugar Land	70	12.5 %
Overall quality of storm water management in City of Sugar Land	23	4.1 %
Overall quality of water utility services	18	3.2 %
Overall quality of wastewater utility services	10	1.8 %
Overall quality of trash & yard waste services	16	2.9 %
Overall quality of parks & recreation programs & facilities	44	7.8 %
Overall quality of customer service provided by city government	28	5.0 %
Enforcement of local codes & ordinances	35	6.2 %
Emergency preparedness	25	4.5 %
None chosen	173	30.8 %
Total	561	100.0 %

Q3. From the list of items in Question 2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q3. Sum of Top 3 Choices	Number	Percent
Quality of police, fire & ambulance service	166	29.6 %
Overall efforts by city government in your area to ensure community is prepared for emergencies	53	9.4 %
Overall maintenance of city streets, sidewalks & infrastructure	191	34.0 %
Overall effectiveness of communication by city government in your area	65	11.6 %
Overall flow of traffic & congestion management on streets in City of Sugar Land	308	54.9 %
Overall quality of storm water management in City of Sugar Land	84	15.0 %
Overall quality of water utility services	57	10.2 %
Overall quality of wastewater utility services	22	3.9 %
Overall quality of trash & yard waste services	33	5.9 %
Overall quality of parks & recreation programs & facilities	99	17.6 %
Overall quality of customer service provided by city government	48	8.6 %
Enforcement of local codes & ordinances	74	13.2 %
Emergency preparedness	54	9.6 %
None chosen	118	21.0 %
Total	1372	

Q4. Please rate each of the items that may influence your PERCEPTION of the community on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q4a. Overall value that you receive for your city tax & fees	22.1%	43.1%	25.5%	6.4%	1.1%	1.8%
Q4b. Reputation of your community	49.1%	41.1%	7.3%	1.4%	0.2%	0.9%
Q4c. Quality of city government services	34.0%	47.1%	14.3%	2.3%	0.2%	2.1%
Q4d. Quality of life in your community	49.7%	41.0%	8.4%	0.4%	0.0%	0.5%
Q4e. How well your community is planning growth	30.3%	37.8%	18.7%	6.2%	1.6%	5.3%
Q4f. Appearance of your community	46.5%	39.8%	11.9%	0.7%	0.4%	0.7%
Q4g. Leadership of elected officials	26.9%	33.3%	24.4%	3.4%	1.6%	10.3%
Q4h. Leadership of City Manager	27.8%	33.7%	21.9%	2.1%	2.5%	11.9%

WITHOUT DON'T KNOW

Q4. Please rate each of the items that may influence your PERCEPTION of the community on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q4a. Overall value that you receive for your city tax & fees	22.5%	43.9%	26.0%	6.5%	1.1%
Q4b. Reputation of your community	49.5%	41.4%	7.4%	1.4%	0.2%
Q4c. Quality of city government services	34.8%	48.1%	14.6%	2.4%	0.2%
Q4d. Quality of life in your community	50.0%	41.2%	8.4%	0.4%	0.0%
Q4e. How well your community is planning growth	32.0%	39.9%	19.8%	6.6%	1.7%
Q4f. Appearance of your community	46.9%	40.0%	12.0%	0.7%	0.4%
Q4g. Leadership of elected officials	30.0%	37.2%	27.2%	3.8%	1.8%
Q4h. Leadership of City Manager	31.6%	38.3%	24.9%	2.4%	2.8%

Q5. POLICE SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q5a. Overall quality of city police protection	48.5%	38.9%	8.0%	1.4%	0.2%	3.0%
Q5b. Visibility of police in neighborhoods	39.9%	38.9%	14.4%	5.9%	0.4%	0.5%
Q5c. Visibility of police in commercial & retail areas	36.9%	44.9%	13.2%	2.5%	0.4%	2.1%
Q5d. How quickly police respond to emergencies	41.0%	29.8%	11.4%	0.2%	0.2%	17.5%
Q5e. Efforts by city government to prevent crime	35.8%	34.6%	16.8%	3.6%	0.2%	9.1%
Q5f. Enforcement of city traffic laws	35.3%	40.6%	12.8%	6.2%	1.1%	3.9%
Q5g. Police safety awareness education programs	28.7%	31.2%	18.4%	1.4%	0.2%	20.1%
Q5h. Parking enforcement services	26.4%	31.4%	20.5%	3.2%	0.2%	18.4%

WITHOUT DON'T KNOW

Q5. POLICE SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q5a. Overall quality of city police protection	50.0%	40.1%	8.3%	1.5%	0.2%
Q5b. Visibility of police in neighborhoods	40.1%	39.1%	14.5%	5.9%	0.4%
Q5c. Visibility of police in commercial & retail areas	37.7%	45.9%	13.5%	2.6%	0.4%
Q5d. How quickly police respond to emergencies	49.7%	36.1%	13.8%	0.2%	0.2%
Q5e. Efforts by city government to prevent crime	39.4%	38.0%	18.4%	3.9%	0.2%
Q5f. Enforcement of city traffic laws	36.7%	42.3%	13.4%	6.5%	1.1%
Q5g. Police safety awareness education programs	35.9%	39.1%	23.0%	1.8%	0.2%
Q5h. Parking enforcement services	32.3%	38.4%	25.1%	3.9%	0.2%

Q6. FIRE/EMS SERVICES: Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q6i. Overall quality of fire services	46.1%	28.2%	6.8%	0.0%	0.0%	18.9%
Q6j. How quickly fire services personnel respond	42.1%	23.2%	6.6%	0.0%	0.0%	28.0%
Q6k. Fire education programs in your community	29.5%	28.0%	13.9%	1.3%	0.4%	27.0%
Q6l. Fire inspection programs in your community	25.9%	23.6%	17.1%	1.4%	0.5%	31.4%
Q6m. Overall quality of ambulance/emergency medical services	40.4%	27.9%	7.3%	0.9%	1.1%	22.5%
Q6n. How quickly ambulance/EMS personnel respond	39.3%	24.1%	8.8%	0.2%	0.0%	27.7%

WITHOUT DON'T KNOW**Q6. FIRE/EMS SERVICES: Please rate each item on a scale of 1 to 5, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")**

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q6i. Overall quality of fire services	56.8%	34.8%	8.4%	0.0%	0.0%
Q6j. How quickly fire services personnel respond	58.6%	32.3%	9.2%	0.0%	0.0%
Q6k. Fire education programs in your community	40.3%	38.4%	19.1%	1.7%	0.5%
Q6l. Fire inspection programs in your community	37.8%	34.4%	25.0%	2.1%	0.8%
Q6m. Overall quality of ambulance/emergency medical services	52.1%	35.9%	9.4%	1.2%	1.4%
Q6n. How quickly ambulance/EMS personnel respond	54.3%	33.3%	12.1%	0.2%	0.0%

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q7. 1st choice	Number	Percent
Overall quality of city police protection	106	18.9 %
Visibility of police in neighborhoods	91	16.2 %
Visibility of police in commercial & retail areas	19	3.4 %
How quickly police respond to emergencies	24	4.3 %
Efforts by city government to prevent crime	69	12.3 %
Enforcement of city traffic laws	16	2.9 %
Police safety awareness education programs	14	2.5 %
Parking enforcement services	3	0.5 %
Overall quality of fire services	7	1.2 %
How quickly fire services personnel respond	15	2.7 %
Fire education programs in your community	10	1.8 %
Fire inspection programs in your community	6	1.1 %
Overall quality of ambulance/emergency medical services	10	1.8 %
How quickly ambulance/EMS personnel respond	10	1.8 %
None chosen	161	28.7 %
Total	561	100.0 %

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q7. 2nd choice	Number	Percent
Overall quality of city police protection	24	4.3 %
Visibility of police in neighborhoods	41	7.3 %
Visibility of police in commercial & retail areas	33	5.9 %
How quickly police respond to emergencies	45	8.0 %
Efforts by city government to prevent crime	31	5.5 %
Enforcement of city traffic laws	24	4.3 %
Police safety awareness education programs	10	1.8 %
Parking enforcement services	13	2.3 %
Overall quality of fire services	49	8.7 %
How quickly fire services personnel respond	29	5.2 %
Fire education programs in your community	15	2.7 %
Fire inspection programs in your community	20	3.6 %
Overall quality of ambulance/emergency medical services	28	5.0 %
How quickly ambulance/EMS personnel respond	17	3.0 %
None chosen	182	32.4 %
Total	561	100.0 %

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q7. 3rd choice	Number	Percent
Overall quality of city police protection	27	4.8 %
Visibility of police in neighborhoods	33	5.9 %
Visibility of police in commercial & retail areas	31	5.5 %
How quickly police respond to emergencies	37	6.6 %
Efforts by city government to prevent crime	39	7.0 %
Enforcement of city traffic laws	14	2.5 %
Police safety awareness education programs	14	2.5 %
Parking enforcement services	10	1.8 %
Overall quality of fire services	23	4.1 %
How quickly fire services personnel respond	25	4.5 %
Fire education programs in your community	11	2.0 %
Fire inspection programs in your community	21	3.7 %
Overall quality of ambulance/emergency medical services	35	6.2 %
How quickly ambulance/EMS personnel respond	38	6.8 %
None chosen	203	36.2 %
Total	561	100.0 %

Q7. From the list of items in Questions 5 and 6, which THREE of the major categories of Public Safety Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

<u>Q7. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Overall quality of city police protection	157	28.0 %
Visibility of police in neighborhoods	165	29.4 %
Visibility of police in commercial & retail areas	83	14.8 %
How quickly police respond to emergencies	106	18.9 %
Efforts by city government to prevent crime	139	24.8 %
Enforcement of city traffic laws	54	9.6 %
Police safety awareness education programs	38	6.8 %
Parking enforcement services	26	4.6 %
Overall quality of fire services	79	14.1 %
How quickly fire services personnel respond	69	12.3 %
Fire education programs in your community	36	6.4 %
Fire inspection programs in your community	47	8.4 %
Overall quality of ambulance/emergency medical services	73	13.0 %
How quickly ambulance/EMS personnel respond	65	11.6 %
None chosen	161	28.7 %
Total	1298	

Q8. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations:

(N=561)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe	Don't Know
Q8a. Walking in your neighborhood during the day	64.5%	31.7%	2.5%	0.2%	0.0%	1.1%
Q8b. Walking in your neighborhood after dark	30.5%	41.4%	18.9%	7.0%	0.0%	2.3%
Q8c. Walking on city trails/in city parks	21.6%	44.8%	21.1%	3.0%	0.5%	8.9%
Q8d. Overall feeling of safety in my community	37.3%	52.2%	8.6%	0.9%	0.0%	1.1%

WITHOUT DON'T KNOW**Q8. Using a scale of 5 to 1, where 5 means "Very Safe" and 1 means "Very Unsafe," please rate how safe you feel in the following situations: (without "don't know")**

(N=561)

	Very Safe	Safe	Neutral	Unsafe	Very Unsafe
Q8a. Walking in your neighborhood during the day	65.2%	32.1%	2.5%	0.2%	0.0%
Q8b. Walking in your neighborhood after dark	31.2%	42.3%	19.3%	7.1%	0.0%
Q8c. Walking on city trails/in city parks	23.7%	49.2%	23.1%	3.3%	0.6%
Q8d. Overall feeling of safety in my community	37.7%	52.8%	8.6%	0.9%	0.0%

Q9. PARKS AND RECREATION: Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q9a. Maintenance of city parks	33.5%	52.5%	7.9%	0.7%	0.0%	5.4%
Q9b. Quality of facilities at city parks	31.2%	47.8%	13.2%	1.8%	0.4%	5.7%
Q9c. Number of parks	28.7%	41.9%	16.0%	6.1%	0.0%	7.3%
Q9d. Maintenance & appearance of City community centers	33.2%	44.7%	11.9%	0.7%	0.0%	9.4%
Q9e. Availability of meeting space in your community	20.3%	42.4%	16.9%	2.5%	0.7%	17.1%
Q9f. Number of walking/biking trails	23.5%	40.3%	21.4%	7.5%	1.1%	6.2%
Q9g. Quality of outdoor City Park swimming pool	19.3%	26.4%	21.6%	3.6%	0.2%	29.1%
Q9h. Quality of outdoor athletic fields	22.5%	34.0%	20.9%	2.7%	0.7%	19.3%
Q9i. Youth athletic programs in your area	22.1%	27.3%	20.3%	2.5%	0.5%	27.3%
Q9j. Adult athletic programs in your area	17.3%	22.8%	21.9%	4.3%	1.2%	32.4%
Q9k. Senior citizen programs	17.5%	21.8%	21.1%	3.2%	1.1%	35.2%
Q9l. Ease of registering for city programs	19.4%	22.7%	22.7%	2.9%	0.5%	31.8%

WITHOUT DON'T KNOW

Q9. PARKS AND RECREATION: Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q9a. Maintenance of city parks	35.4%	55.5%	8.3%	0.8%	0.0%
Q9b. Quality of facilities at city parks	33.1%	50.7%	14.0%	1.9%	0.4%
Q9c. Number of parks	31.0%	45.2%	17.3%	6.5%	0.0%
Q9d. Maintenance & appearance of City community centers	36.6%	49.4%	13.2%	0.8%	0.0%
Q9e. Availability of meeting space in your community	24.5%	51.2%	20.4%	3.0%	0.9%
Q9f. Number of walking/biking trails	25.1%	43.0%	22.8%	8.0%	1.1%
Q9g. Quality of outdoor City Park swimming pool	27.1%	37.2%	30.4%	5.0%	0.3%
Q9h. Quality of outdoor athletic fields	27.8%	42.2%	25.8%	3.3%	0.9%
Q9i. Youth athletic programs in your area	30.4%	37.5%	27.9%	3.4%	0.7%
Q9j. Adult athletic programs in your area	25.6%	33.8%	32.5%	6.3%	1.8%
Q9k. Senior citizen programs	27.1%	33.7%	32.6%	5.0%	1.7%
Q9l. Ease of registering for city programs	28.5%	33.2%	33.2%	4.2%	0.8%

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. 1st choice	Number	Percent
Maintenance of city parks	93	16.6 %
Quality of facilities at city parks	45	8.0 %
Number of parks	34	6.1 %
Maintenance & appearance of City community centers	17	3.0 %
Availability of meeting space in your community	13	2.3 %
Number of walking/biking trails	55	9.8 %
Quality of outdoor City Park swimming pool	16	2.9 %
Quality of outdoor athletic fields	5	0.9 %
Youth athletic programs in your area	10	1.8 %
Adult athletic programs in your area	11	2.0 %
Senior citizen programs	29	5.2 %
Ease of registering for city programs	8	1.4 %
None chosen	225	40.1 %
Total	561	100.0 %

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. 2nd choice	Number	Percent
Maintenance of city parks	39	7.0 %
Quality of facilities at city parks	75	13.4 %
Number of parks	25	4.5 %
Maintenance & appearance of City community centers	26	4.6 %
Availability of meeting space in your community	12	2.1 %
Number of walking/biking trails	42	7.5 %
Quality of outdoor City Park swimming pool	14	2.5 %
Quality of outdoor athletic fields	13	2.3 %
Youth athletic programs in your area	12	2.1 %
Adult athletic programs in your area	14	2.5 %
Senior citizen programs	28	5.0 %
Ease of registering for city programs	12	2.1 %
None chosen	249	44.4 %
Total	561	100.0 %

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q10. 3rd choice	Number	Percent
Maintenance of city parks	24	4.3 %
Quality of facilities at city parks	36	6.4 %
Number of parks	28	5.0 %
Maintenance & appearance of City community centers	31	5.5 %
Availability of meeting space in your community	6	1.1 %
Number of walking/biking trails	36	6.4 %
Quality of outdoor City Park swimming pool	24	4.3 %
Quality of outdoor athletic fields	18	3.2 %
Youth athletic programs in your area	22	3.9 %
Adult athletic programs in your area	21	3.7 %
Senior citizen programs	22	3.9 %
Ease of registering for city programs	19	3.4 %
None chosen	274	48.8 %
Total	561	100.0 %

Q10. From the list of items in Question 9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?
(top 3)

Q10. Sum of Top 3 Choices	Number	Percent
Maintenance of city parks	156	27.8 %
Quality of facilities at city parks	156	27.8 %
Number of parks	87	15.5 %
Maintenance & appearance of City community centers	74	13.2 %
Availability of meeting space in your community	31	5.5 %
Number of walking/biking trails	133	23.7 %
Quality of outdoor City Park swimming pool	54	9.6 %
Quality of outdoor athletic fields	36	6.4 %
Youth athletic programs in your area	44	7.8 %
Adult athletic programs in your area	46	8.2 %
Senior citizen programs	79	14.1 %
Ease of registering for city programs	39	7.0 %
None chosen	225	40.1 %
Total	1160	

Q11. PUBLIC WORKS SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q11a. Condition of major streets in Sugar Land	29.6%	56.9%	9.3%	3.6%	0.2%	0.5%
Q11b. Condition of streets in your neighborhood	34.0%	48.0%	10.9%	5.7%	0.7%	0.7%
Q11c. Condition of sidewalks in your neighborhood	26.0%	37.8%	16.8%	14.4%	3.2%	1.8%
Q11d. Condition of street drainage/water drainage	32.3%	38.7%	18.0%	8.2%	2.0%	0.9%
Q11e. Condition of street signs & traffic signals	39.0%	46.2%	9.4%	2.3%	1.8%	1.2%
Q11f. Adequacy of street lighting in Sugar Land	28.2%	42.4%	15.2%	10.3%	3.0%	0.9%
Q11g. Mowing/tree trimming along streets & other public areas	34.8%	45.5%	12.8%	5.2%	1.1%	0.7%
Q11h. Cleanliness of streets & other public areas	39.9%	45.5%	10.5%	2.7%	0.7%	0.7%
Q11i. Animal control services (adoption/animal control)	29.8%	33.9%	16.0%	6.4%	1.1%	12.8%

WITHOUT DON'T KNOW

Q11. PUBLIC WORKS SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q11a. Condition of major streets in Sugar Land	29.7%	57.2%	9.3%	3.6%	0.2%
Q11b. Condition of streets in your neighborhood	34.3%	48.3%	11.0%	5.7%	0.7%
Q11c. Condition of sidewalks in your neighborhood	26.5%	38.5%	17.1%	14.7%	3.3%
Q11d. Condition of street drainage/water drainage	32.6%	39.0%	18.2%	8.3%	2.0%
Q11e. Condition of street signs & traffic signals	39.5%	46.8%	9.6%	2.3%	1.8%
Q11f. Adequacy of street lighting in Sugar Land	28.4%	42.8%	15.3%	10.4%	3.1%
Q11g. Mowing/tree trimming along streets & other public areas	35.0%	45.8%	12.9%	5.2%	1.1%
Q11h. Cleanliness of streets & other public areas	40.2%	45.8%	10.6%	2.7%	0.7%
Q11i. Animal control services (adoption/animal control)	34.2%	38.9%	18.4%	7.4%	1.2%

Q12. UTILITY SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q12j. Residential trash collection services	50.3%	41.7%	4.6%	1.6%	1.1%	0.7%
Q12k. Curbside recycling services	52.9%	37.3%	7.0%	1.8%	0.0%	1.1%
Q12l. Yardwaste collection services	47.4%	35.1%	10.3%	3.9%	0.7%	2.5%
Q12m. Bulky item pick up/removal services	40.6%	33.9%	10.7%	8.0%	1.8%	5.0%
Q12n. Quality of trash collection services	48.5%	37.4%	9.3%	2.5%	1.6%	0.7%
Q12o. Water service	41.2%	44.2%	10.2%	1.8%	0.4%	2.3%
Q12p. Taste of tap water	29.1%	36.9%	17.6%	10.2%	2.9%	3.4%
Q12q. Water pressure	36.4%	42.8%	14.4%	3.7%	1.2%	1.4%
Q12r. Smell of tap water	32.4%	40.6%	20.5%	3.9%	0.7%	1.8%
Q12s. Wastewater services	33.9%	46.0%	13.5%	1.2%	0.4%	5.0%
Q12t. Household hazardous waste disposal service	25.5%	27.1%	20.3%	6.8%	1.6%	18.7%

WITHOUT DON'T KNOW

Q12. UTILITY SERVICES: Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q12j. Residential trash collection services	50.6%	42.0%	4.7%	1.6%	1.1%
Q12k. Curbside recycling services	53.5%	37.7%	7.0%	1.8%	0.0%
Q12l. Yardwaste collection services	48.6%	36.0%	10.6%	4.0%	0.7%
Q12m. Bulky item pick up/removal services	42.8%	35.6%	11.3%	8.4%	1.9%
Q12n. Quality of trash collection services	48.8%	37.7%	9.3%	2.5%	1.6%
Q12o. Water service	42.2%	45.3%	10.4%	1.8%	0.4%
Q12p. Taste of tap water	30.1%	38.2%	18.3%	10.5%	3.0%
Q12q. Water pressure	36.9%	43.4%	14.6%	3.8%	1.3%
Q12r. Smell of tap water	33.0%	41.4%	20.9%	4.0%	0.7%
Q12s. Wastewater services	35.6%	48.4%	14.3%	1.3%	0.4%
Q12t. Household hazardous waste disposal service	31.4%	33.3%	25.0%	8.3%	2.0%

Q13. From the list of items in Questions 11 and 12, which THREE of the major categories of Public Works/Utilities Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q13. 1st choice	Number	Percent
Condition of major streets in Sugar Land	50	8.9 %
Condition of streets in your neighborhood	21	3.7 %
Condition of sidewalks in your neighborhood	21	3.7 %
Condition of street drainage/water drainage	24	4.3 %
Condition of street signs & traffic signals	10	1.8 %
Adequacy of street lighting in Sugar Land	22	3.9 %
Mowing/tree trimming along streets & other public areas	4	0.7 %
Cleanliness of streets & other public areas	9	1.6 %
Animal control services (adoption/animal control)	10	1.8 %
Residential trash collection services	33	5.9 %
Curbside recycling services	7	1.2 %
Yardwaste collection services	8	1.4 %
Bulky item pick up/removal services	28	5.0 %
Quality of trash collection services	12	2.1 %
Water service	24	4.3 %
Taste of tap water	35	6.2 %
Water pressure	11	2.0 %
Smell of tap water	3	0.5 %
Wastewater services	5	0.9 %
Household hazardous waste disposal service	26	4.6 %
None chosen	198	35.3 %
Total	561	100.0 %

Q13. From the list of items in Questions 11 and 12, which THREE of the major categories of Public Works/Utilities Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q13. 2nd choice	Number	Percent
Condition of major streets in Sugar Land	10	1.8 %
Condition of streets in your neighborhood	12	2.1 %
Condition of sidewalks in your neighborhood	27	4.8 %
Condition of street drainage/water drainage	14	2.5 %
Condition of street signs & traffic signals	4	0.7 %
Adequacy of street lighting in Sugar Land	30	5.3 %
Mowing/tree trimming along streets & other public areas	11	2.0 %
Cleanliness of streets & other public areas	9	1.6 %
Animal control services (adoption/animal control)	9	1.6 %
Residential trash collection services	21	3.7 %
Curbside recycling services	14	2.5 %
Yardwaste collection services	13	2.3 %
Bulky item pick up/removal services	13	2.3 %
Quality of trash collection services	14	2.5 %
Water service	30	5.3 %
Taste of tap water	41	7.3 %
Water pressure	20	3.6 %
Smell of tap water	17	3.0 %
Wastewater services	9	1.6 %
Household hazardous waste disposal service	9	1.6 %
None chosen	234	41.7 %
Total	561	100.0 %

Q13. From the list of items in Questions 11 and 12, which THREE of the major categories of Public Works/Utilities Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q13. 3rd choice	Number	Percent
Condition of major streets in Sugar Land	11	2.0 %
Condition of streets in your neighborhood	7	1.2 %
Condition of sidewalks in your neighborhood	16	2.9 %
Condition of street drainage/water drainage	12	2.1 %
Condition of street signs & traffic signals	16	2.9 %
Adequacy of street lighting in Sugar Land	19	3.4 %
Mowing/tree trimming along streets & other public areas	7	1.2 %
Cleanliness of streets & other public areas	16	2.9 %
Animal control services (adoption/animal control)	5	0.9 %
Residential trash collection services	15	2.7 %
Curbside recycling services	16	2.9 %
Yardwaste collection services	13	2.3 %
Bulky item pick up/removal services	5	0.9 %
Quality of trash collection services	14	2.5 %
Water service	26	4.6 %
Taste of tap water	14	2.5 %
Water pressure	19	3.4 %
Smell of tap water	18	3.2 %
Wastewater services	14	2.5 %
Household hazardous waste disposal service	24	4.3 %
None chosen	274	48.8 %
Total	561	100.0 %

Q13. From the list of items in Questions 11 and 12, which THREE of the major categories of Public Works/Utilities Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

<u>Q13. Sum of Top 3 Choices</u>	<u>Number</u>	<u>Percent</u>
Condition of major streets in Sugar Land	71	12.7 %
Condition of streets in your neighborhood	40	7.1 %
Condition of sidewalks in your neighborhood	64	11.4 %
Condition of street drainage/water drainage	50	8.9 %
Condition of street signs & traffic signals	30	5.3 %
Adequacy of street lighting in Sugar Land	71	12.7 %
Mowing/tree trimming along streets & other public areas	22	3.9 %
Cleanliness of streets & other public areas	34	6.1 %
Animal control services (adoption/animal control)	24	4.3 %
Residential trash collection services	69	12.3 %
Curbside recycling services	37	6.6 %
Yardwaste collection services	34	6.1 %
Bulky item pick up/removal services	46	8.2 %
Quality of trash collection services	40	7.1 %
Water service	80	14.3 %
Taste of tap water	90	16.0 %
Water pressure	50	8.9 %
Smell of tap water	38	6.8 %
Wastewater services	28	5.0 %
Household hazardous waste disposal service	59	10.5 %
None chosen	198	35.3 %
Total	1175	

Q14. CODE ENFORCEMENT: Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q14a. Enforcing clean up of junk & debris on private property in your community	21.8%	48.4%	15.9%	5.5%	0.7%	7.7%
Q14b. Enforcing mowing & cutting of weeds & grass on private property	19.5%	49.1%	15.9%	7.7%	0.9%	7.0%
Q14c. Enforcing exterior maintenance of residential property	21.1%	46.8%	18.6%	7.5%	1.3%	4.8%
Q14d. Enforcing exterior maintenance of commercial/business property	23.6%	47.0%	18.6%	3.2%	0.2%	7.5%
Q14e. Enforcing sign regulations	23.8%	45.5%	18.0%	3.2%	0.0%	9.5%
Q14f. Enforcement of yard parking regulations in your neighborhood	23.2%	41.3%	17.0%	7.1%	2.0%	9.5%
Q14g. City efforts to remove abandoned or inoperative vehicles	23.0%	33.4%	17.3%	4.8%	1.6%	19.8%

WITHOUT DON'T KNOW

Q14. CODE ENFORCEMENT: Please rate each item on a scale of 5 to 1 where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q14a. Enforcing clean up of junk & debris on private property in your community	23.6%	52.4%	17.2%	6.0%	0.8%
Q14b. Enforcing mowing & cutting of weeds & grass on private property	20.9%	52.8%	17.1%	8.3%	1.0%
Q14c. Enforcing exterior maintenance of residential property	22.1%	49.2%	19.5%	7.9%	1.3%
Q14d. Enforcing exterior maintenance of commercial/business property	25.5%	50.8%	20.1%	3.5%	0.2%
Q14e. Enforcing sign regulations	26.2%	50.3%	19.9%	3.6%	0.0%
Q14f. Enforcement of yard parking regulations in your neighborhood	25.6%	45.6%	18.7%	7.9%	2.2%
Q14g. City efforts to remove abandoned or inoperative vehicles	28.7%	41.6%	21.6%	6.0%	2.0%

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q15. 1st choice	Number	Percent
Enforcing clean up of junk & debris on private property in your community	80	14.3 %
Enforcing mowing & cutting of weeds & grass on private property	41	7.3 %
Enforcing exterior maintenance of residential property	41	7.3 %
Enforcing exterior maintenance of commercial/business property	23	4.1 %
Enforcing sign regulations	20	3.6 %
Enforcement of yard parking regulations in your neighborhood	36	6.4 %
City efforts to remove abandoned or inoperative vehicles	15	2.7 %
None chosen	305	54.4 %
Total	561	100.0 %

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q15. 2nd choice	Number	Percent
Enforcing clean up of junk & debris on private property in your community	39	7.0 %
Enforcing mowing & cutting of weeds & grass on private property	51	9.1 %
Enforcing exterior maintenance of residential property	50	8.9 %
Enforcing exterior maintenance of commercial/business property	41	7.3 %
Enforcing sign regulations	14	2.5 %
Enforcement of yard parking regulations in your neighborhood	15	2.7 %
City efforts to remove abandoned or inoperative vehicles	25	4.5 %
None chosen	326	58.1 %
Total	561	100.0 %

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years?

Q15. 3rd choice	Number	Percent
Enforcing clean up of junk & debris on private property in your community	31	5.5 %
Enforcing mowing & cutting of weeds & grass on private property	31	5.5 %
Enforcing exterior maintenance of residential property	31	5.5 %
Enforcing exterior maintenance of commercial/business property	38	6.8 %
Enforcing sign regulations	18	3.2 %
Enforcement of yard parking regulations in your neighborhood	25	4.5 %
City efforts to remove abandoned or inoperative vehicles	24	4.3 %
None chosen	363	64.7 %
Total	561	100.0 %

Q15. From the list of items in Question 14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? (top 3)

Q15. Sum of Top 3 Choices	Number	Percent
Enforcing clean up of junk & debris on private property in your community	150	26.7 %
Enforcing mowing & cutting of weeds & grass on private property	123	21.9 %
Enforcing exterior maintenance of residential property	122	21.7 %
Enforcing exterior maintenance of commercial/business property	102	18.2 %
Enforcing sign regulations	52	9.3 %
Enforcement of yard parking regulations in your neighborhood	76	13.5 %
City efforts to remove abandoned or inoperative vehicles	64	11.4 %
None chosen	305	54.4 %
Total	994	

Q16. PUBLIC INFORMATION SERVICES: Please rate your satisfaction by using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied."

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q16a. Availability of information about city governmental services & activities	23.0%	44.1%	20.9%	4.5%	0.7%	6.8%
Q16b. Timeliness of information provided by your city government	23.2%	41.3%	20.7%	5.9%	1.1%	7.9%
Q16c. Efforts by city government to keep you informed about local issues	25.0%	38.9%	19.8%	8.2%	1.4%	6.6%
Q16d. Quality of your city cable television channel	12.5%	22.1%	22.1%	8.6%	2.3%	32.3%
Q16e. Quality of city website	22.0%	43.6%	18.6%	4.3%	1.4%	10.2%
Q16f. Level of public involvement in local decisions	16.1%	26.6%	28.6%	6.1%	3.8%	18.9%
Q16g. Quality of social media outlets	13.9%	22.0%	22.9%	3.6%	0.5%	37.1%

WITHOUT DON'T KNOW

Q16. PUBLIC INFORMATION SERVICES: Please rate your satisfaction by using a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied." (without "don't know")

(N=561)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q16a. Availability of information about city governmental services & activities	24.7%	47.3%	22.4%	4.8%	0.8%
Q16b. Timeliness of information provided by your city government	25.2%	44.8%	22.5%	6.4%	1.2%
Q16c. Efforts by city government to keep you informed about local issues	26.8%	41.7%	21.2%	8.8%	1.5%
Q16d. Quality of your city cable television channel	18.5%	32.7%	32.7%	12.7%	3.4%
Q16e. Quality of city website	24.5%	48.5%	20.7%	4.8%	1.6%
Q16f. Level of public involvement in local decisions	19.8%	32.8%	35.2%	7.5%	4.6%
Q16g. Quality of social media outlets	22.2%	34.9%	36.4%	5.7%	0.9%

Q17. From which of the following sources do you currently get information about the City of Sugar Land?

Q17. Sources from which you currently get information about City of Sugar Land	Number	Percent
Local newspapers	330	58.8 %
City website-SugarLandtx.gov	322	57.4 %
Your HOA	215	38.3 %
Friends	191	34.0 %
Sugar Land Today	165	29.4 %
TV news channels	158	28.2 %
Print brochures, fliers	145	25.8 %
City of Sugar Land E-newsletter	134	23.9 %
Utility bill	101	18.0 %
Radio	68	12.1 %
City Facebook pages	63	11.2 %
R.A.I.D.s police alerts	41	7.3 %
MYSugarLand mobile app	30	5.3 %
SLTV-public access	25	4.5 %
Twitter	9	1.6 %
YouTube	9	1.6 %
Total	2006	

Q18. Have you called your city government with a question, problem, or complaint during the past year?

Q18. Have you called your city government during past year	Number	Percent
Yes	202	36.0 %
No	359	64.0 %
Total	561	100.0 %

18a. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following:

(N=202)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Don't Know
Q18a-a. How easy they were to contact	44.6%	35.1%	8.9%	6.9%	2.0%	2.5%
Q18a-b. Courteousness of staff	53.0%	27.7%	8.9%	5.0%	3.0%	2.5%
Q18a-c. Accuracy of information & assistance given	42.1%	28.7%	13.4%	8.4%	4.5%	3.0%
Q18a-d. How quickly city staff responded to your request	45.5%	26.2%	13.4%	5.9%	6.4%	2.5%
Q18a-e. How well your issue was handled	39.1%	26.7%	10.9%	12.4%	6.9%	4.0%

WITHOUT DON'T KNOW

18a. (If YES to Question 18) Using a 5-point scale, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied," please rate your satisfaction with the government employees you have contacted with regard to the following: (without "don't know")

(N=202)

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Q18a-a. How easy they were to contact	45.7%	36.0%	9.1%	7.1%	2.0%
Q18a-b. Courteousness of staff	54.3%	28.4%	9.1%	5.1%	3.0%
Q18a-c. Accuracy of information & assistance given	43.4%	29.6%	13.8%	8.7%	4.6%
Q18a-d. How quickly city staff responded to your request	46.7%	26.9%	13.7%	6.1%	6.6%
Q18a-e. How well your issue was handled	40.7%	27.8%	11.3%	12.9%	7.2%

Q19. REASONS TO LIVE IN SUGAR LAND: Several reasons for deciding where to live are listed below. On a scale of 4 to 1, with 4 being "Very Important" and 1 being "Not Important," how important is each reason to your decision to live in Sugar Land.

(N=561)

	Very Important	Somewhat Important	Not Sure	Not Important
Q19a. Small town feel	48.9%	35.9%	7.8%	7.4%
Q19b. Quality of public schools	85.6%	9.1%	2.0%	3.3%
Q19c. Employment opportunities	40.7%	33.3%	12.9%	13.1%
Q19d. Types of housing	73.4%	20.3%	4.3%	2.0%
Q19e. Affordability of housing	61.7%	24.6%	7.4%	6.3%
Q19f. Access to quality shopping	68.2%	25.1%	3.3%	3.3%
Q19g. Availability of parks & recreation opportunities	67.5%	26.6%	3.3%	2.6%
Q19h. Near family or friends	52.9%	29.9%	8.9%	8.3%
Q19i. Safety & security	91.7%	5.9%	1.5%	0.9%
Q19j. Availability of transportation options	28.5%	36.4%	17.2%	17.9%
Q19k. Availability of cultural activities & arts	39.0%	35.1%	15.3%	10.5%
Q19l. Access to restaurants & entertainment	63.5%	28.3%	4.6%	3.5%

Q22. Approximately how many years have you lived in Sugar Land?

Q22. How many years have you lived in Sugar

Land	Number	Percent
5 or less	56	10.0 %
6 to 10	103	18.4 %
11 to 15	117	20.9 %
16 to 20	71	12.7 %
21 to 30	143	25.5 %
31+	60	10.7 %
Not provided	11	2.0 %
Total	561	100.0 %

Q23. What is your age?

Q23. Your age	Number	Percent
Under 35 years	92	16.4 %
35-44 years	104	18.5 %
45-54 years	123	21.9 %
55-64 years	131	23.4 %
65+ years	94	16.8 %
Not provided	17	3.0 %
Total	561	100.0 %

Q24. Do you own or rent your current residence?

<u>Q24. Do you own or rent your current residence</u>	<u>Number</u>	<u>Percent</u>
Own	504	89.8 %
Rent	23	4.1 %
Not provided	34	6.1 %
Total	561	100.0 %

Q25. Are you or other members of your household of Hispanic or Latino ancestry?

<u>Q25. Are you of Hispanic or Latino ancestry</u>	<u>Number</u>	<u>Percent</u>
Yes	61	10.9 %
No	445	79.3 %
Not provided	55	9.8 %
Total	561	100.0 %

Q26. Which of the following best describes your race?

<u>Q26. Your race</u>	<u>Number</u>	<u>Percent</u>
African American Black	23	4.1 %
American Indian or Alaskan Native	3	0.5 %
White Caucasian	230	41.0 %
Asian	218	38.9 %
Other	44	7.8 %
Not provided	55	9.8 %
Total	573	

Q27. Would you say your total household income is:

<u>Q27. Your total household income</u>	<u>Number</u>	<u>Percent</u>
Under \$30K	9	1.6 %
\$30K to \$59,999	41	7.3 %
\$60K to \$99,999	92	16.4 %
\$100K+	267	47.6 %
<u>Prefer not to respond</u>	<u>152</u>	<u>27.1 %</u>
Total	561	100.0 %

Q28. Your gender:

<u>Q28. Your gender</u>	<u>Number</u>	<u>Percent</u>
Male	283	50.4 %
Female	278	49.6 %
Total	561	100.0 %

Section 5:

Survey Instrument



CITY OF SUGAR LAND

September 2015

Dear Sugar Land Resident,

The City of Sugar Land is requesting your help and a few minutes of your time. You have been chosen to participate in a survey designed to gather opinions and feedback on City programs and services. The information you provide in this survey will be used to improve and expand existing programs and help us understand the future needs of residents in Sugar Land.

We greatly appreciate your time. We realize your time is valuable, but every question is important. The time you invest in this survey will help us provide the very best city services possible and help influence decisions about the city's future.

A postage-paid envelope addressed to ETC Institute has been provided for your convenience. If you would prefer to take the survey over the web, the address is www.cityofsugarlandcitizensurvey.org.

The survey data will be compiled and analyzed by ETC Institute, one of the nation's leading firms in the field of local governmental research. Your individual responses to the survey will remain confidential. ETC will present the results to the City this spring. The results will also be posted on our website for your review at www.sugarlandtx.gov once they have been presented to the City Council.

If you have any questions, please contact Pat Pollicoff, Director of Communications, at (281) 275-2216 or pubinfo@sugarlandtx.gov.

Thank you for helping make the City of Sugar Land the very best place to work, live and raise a family.

Sincerely,

James A. Thompson
Mayor
City of Sugar Land



CITY OF SUGAR LAND

Please take a few minutes to complete this resident satisfaction survey. Your input is an important part of the city's on-going effort to involve citizens in long-range planning and decisions. If you have questions, please call the Communications Department at 281-275-2216 or email at pubinfo@sugarlandtx.gov.

1. Using a scale of 5 to 1, where 5 means "Excellent" and 1 means "Poor", please rate Sugar Land:

<i>How would you rate your city:</i>		<i>Excellent</i>	<i>Good</i>	<i>Neutral</i>	<i>Below Average</i>	<i>Poor</i>	<i>Don't Know</i>
A.	As a place to live	5	4	3	2	1	9
B.	As a place to raise children	5	4	3	2	1	9
C.	As a place to work	5	4	3	2	1	9
D.	As a place to retire	5	4	3	2	1	9
E.	As a place to visit	5	4	3	2	1	9
F.	As a city moving in the right direction	5	4	3	2	1	9
G.	As a place you are proud to call home	5	4	3	2	1	9

2. Major categories of services provided by the City of Sugar Land are listed below. Please rate each item on a scale of 5 to 1, where 5 means "Very Satisfied" and 1 means "Very Dissatisfied".

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Quality of police, fire and ambulance service	5	4	3	2	1	9
B.	Overall efforts by city government in your area to ensure the community is prepared for emergencies	5	4	3	2	1	9
C.	Overall maintenance of city streets, sidewalks and infrastructure	5	4	3	2	1	9
D.	Overall effectiveness of communication by city government in your area	5	4	3	2	1	9
E.	Overall flow of traffic and congestion management on streets in the City of Sugar Land	5	4	3	2	1	9
F.	Overall quality of the storm water management in the City of Sugar Land	5	4	3	2	1	9
G.	Overall quality of water utility services	5	4	3	2	1	9
H.	Overall quality of wastewater utility services	5	4	3	2	1	9
I.	Overall quality of trash and yard waste services	5	4	3	2	1	9
J.	Overall quality of parks and recreation programs and facilities	5	4	3	2	1	9
K.	Overall quality of customer service provided by city government in the City of Sugar Land	5	4	3	2	1	9
L.	Enforcement of local codes and ordinances	5	4	3	2	1	9
M.	Emergency preparedness	5	4	3	2	1	9

3. From the list of items in Question #2, which THREE of the major categories of city services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in the letters below using the letters from the list in Question #2 above or circle NONE.]

1st : _____ 2nd : _____ 3rd : _____ NONE

4. Please rate each of the items that may influence your **PERCEPTION** of the community on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall value that you receive for your city tax dollars and fees	5	4	3	2	1	9
B.	Reputation of your community	5	4	3	2	1	9
C.	Quality of city government services	5	4	3	2	1	9
D.	Quality of life in your community	5	4	3	2	1	9
E.	How well your community is planning growth	5	4	3	2	1	9
F.	Appearance of your community	5	4	3	2	1	9
G.	Leadership of elected officials	5	4	3	2	1	9
H.	Leadership of City Manager	5	4	3	2	1	9

5. **POLICE SERVICES:** Please rate each item on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Overall quality of city police protection	5	4	3	2	1	9
B.	Visibility of police in neighborhoods	5	4	3	2	1	9
C.	Visibility of police in commercial and retail areas	5	4	3	2	1	9
D.	How quickly police respond to emergencies	5	4	3	2	1	9
E.	Efforts by city government to prevent crime	5	4	3	2	1	9
F.	Enforcement of city traffic laws	5	4	3	2	1	9
G.	Police safety awareness education programs	5	4	3	2	1	9
H.	Parking enforcement services	5	4	3	2	1	9

6. **FIRE/EMS SERVICES:** Please rate each item on a scale of 1 to 5, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
I.	Overall quality of fire services	5	4	3	2	1	9
J.	How quickly fire services personnel respond	5	4	3	2	1	9
K.	Fire education programs in your community	5	4	3	2	1	9
L.	Fire inspection programs in your community	5	4	3	2	1	9
M.	Overall quality of ambulance/emergency medical services	5	4	3	2	1	9
N.	How quickly ambulance/EMS personnel respond	5	4	3	2	1	9

7. From the list of items in Questions #5 and #6, which **THREE** of the major categories of **Public Safety Services** do you think should receive the **MOST EMPHASIS** from city leaders over the next two years? [Write in the letters below using the letters from the list in Question #5 and #6 above or circle NONE.]

1st : _____ 2nd : _____ 3rd : _____ NONE

8. Using a scale of 5 to 1, where 5 means “Very Safe” and 1 means “Very Unsafe,” please rate how safe you feel in the following situations:

How safe do you feel:		<i>Very Safe</i>	<i>Safe</i>	<i>Neutral</i>	<i>Unsafe</i>	<i>Very Unsafe</i>	<i>Don't Know</i>
A.	Walking in your neighborhood during the day	5	4	3	2	1	9
B.	Walking in your neighborhood after dark	5	4	3	2	1	9
C.	Walking on city trails/in city parks	5	4	3	2	1	9
D.	Overall feeling of safety in my community	5	4	3	2	1	9

9. PARKS AND RECREATION: Please rate each item on a scale of 5 to 1 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Maintenance of city parks	5	4	3	2	1	9
B.	Quality of facilities at city parks (i.e. picnic shelters, playgrounds, etc.)	5	4	3	2	1	9
C.	Number of parks	5	4	3	2	1	9
D.	Maintenance and appearance of City community centers	5	4	3	2	1	9
E.	Availability of meeting space in your community	5	4	3	2	1	9
F.	Number of walking/biking trails	5	4	3	2	1	9
G.	Quality of outdoor City Park swimming pool	5	4	3	2	1	9
H.	Quality of outdoor athletic fields	5	4	3	2	1	9
I.	Youth athletic programs in your area	5	4	3	2	1	9
J.	Adult athletic programs in your area	5	4	3	2	1	9
K.	Senior citizen programs	5	4	3	2	1	9
L.	Ease of registering for city programs	5	4	3	2	1	9

10. From the list of items in Question #9, which THREE of the major categories of Parks and Recreation Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in the letters below using the letters from the list in Question #9 above or circle NONE.]

1st.:_____ 2nd.:_____ 3rd.:_____ NONE

11. PUBLIC WORKS SERVICES: Please rate each item on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Condition of major streets in Sugar Land	5	4	3	2	1	9
B.	Condition of streets in your neighborhood	5	4	3	2	1	9
C.	Condition of sidewalks in your neighborhood	5	4	3	2	1	9
D.	Condition of street drainage/water drainage	5	4	3	2	1	9
E.	Condition of street signs and traffic signals	5	4	3	2	1	9
F.	Adequacy of street lighting in Sugar Land	5	4	3	2	1	9
G.	Mowing/tree trimming along streets and other public areas	5	4	3	2	1	9
H.	Cleanliness of streets and other public areas	5	4	3	2	1	9
I.	Animal control services (adoption/animal control)	5	4	3	2	1	9

12. UTILITY SERVICES: Please rate each item on a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
J.	Residential trash collection services	5	4	3	2	1	9
K.	Curbside recycling services	5	4	3	2	1	9
L.	Yardwaste collection services	5	4	3	2	1	9
M.	Bulky item pick up/removal services (old furniture, appliances, etc.)	5	4	3	2	1	9
N.	Quality of trash collection services	5	4	3	2	1	9
O.	Water service	5	4	3	2	1	9
P.	Taste of tap water	5	4	3	2	1	9
Q.	Water pressure	5	4	3	2	1	9
R.	Smell of tap water	5	4	3	2	1	9
S.	Wastewater services	5	4	3	2	1	9
T.	Household hazardous waste disposal service (for oil, paint, etc.)	5	4	3	2	1	9

13. From the list of items in Questions #11 and #12, which THREE of the major categories of Public Works/Utilities Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in the letters below using the letters from the list in Questions #11 and #12 above and on the previous page, or circle NONE.]

1st.____ 2nd.____ 3rd.____ NONE

14. CODE ENFORCEMENT: Please rate each item on a scale of 5 to 1 where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”.

<i>How Satisfied are you with:</i>		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Enforcing the clean up of junk and debris on private property in your community	5	4	3	2	1	9
B.	Enforcing the mowing and cutting of weeds and grass on private property	5	4	3	2	1	9
C.	Enforcing the exterior maintenance of residential property	5	4	3	2	1	9
D.	Enforcing the exterior maintenance of commercial/business property	5	4	3	2	1	9
E.	Enforcing sign regulations	5	4	3	2	1	9
F.	Enforcement of yard parking regulations in your neighborhood	5	4	3	2	1	9
G.	City efforts to remove abandoned or inoperative vehicles	5	4	3	2	1	9

15. From the list of items in Question #14, which THREE of the major categories of Code Enforcement Services do you think should receive the MOST EMPHASIS from city leaders over the next two years? [Write in the letters below using the letters from the list in Question #14 above or circle NONE.]

1st.____ 2nd.____ 3rd.____ NONE

16. PUBLIC INFORMATION SERVICES: Next, rate your satisfaction by using a scale of 5 to 1, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied.”

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	Availability of information about city governmental services and activities	5	4	3	2	1	9
B.	Timeliness of information provided by your city government	5	4	3	2	1	9
C.	Efforts by city government to keep you informed about local issues	5	4	3	2	1	9
D.	The quality of your city cable television channel	5	4	3	2	1	9
E.	The quality of the city website	5	4	3	2	1	9
F.	The level of public involvement in local decisions	5	4	3	2	1	9
G.	Quality of social media outlets (Facebook, Twitter, Instagram, YouTube, etc.)	5	4	3	2	1	9

17. From which of the following sources do you currently get information about the City of Sugar Land? (Please check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> (01) Local newspapers | <input type="checkbox"/> (09) Twitter |
| <input type="checkbox"/> (02) City website - SugarLandtx.gov | <input type="checkbox"/> (10) YouTube |
| <input type="checkbox"/> (03) Radio | <input type="checkbox"/> (11) SLTV – public access |
| <input type="checkbox"/> (04) City of Sugar Land E-newsletter | <input type="checkbox"/> (12) Friends |
| <input type="checkbox"/> (05) Sugar Land Today | <input type="checkbox"/> (13) R.A.I.D.s Police alerts |
| <input type="checkbox"/> (06) TV news channels | <input type="checkbox"/> (14) Your HOA |
| <input type="checkbox"/> (07) Utility bill | <input type="checkbox"/> (15) MYSugarLand mobile app (Iphone, Android, Tablet) |
| <input type="checkbox"/> (08) City Facebook pages (city, police, parks, tourism) | <input type="checkbox"/> (16) Print brochures, flyers |

18. Have you called your city government with a question, problem, or complaint during the past year?

- ☐ (1) Yes [Please answer Question #18a.]
- ☐ (2) No [Please skip to Question #19.]

18a. [If Yes to Q18.] Using a 5-point scale, where 5 means “Very Satisfied” and 1 means “Very Dissatisfied”, please rate your satisfaction with the government employees you have contacted with regard to the following:

How Satisfied are you with:		<i>Very Satisfied</i>	<i>Satisfied</i>	<i>Neutral</i>	<i>Dissatisfied</i>	<i>Very Dissatisfied</i>	<i>Don't Know</i>
A.	How easy they were to contact	5	4	3	2	1	9
B.	Courteousness of staff	5	4	3	2	1	9
C.	The accuracy of the information and assistance given	5	4	3	2	1	9
D.	How quickly city staff responded to your request	5	4	3	2	1	9
E.	How well your issue was handled	5	4	3	2	1	9

19. REASONS TO LIVE IN SUGAR LAND: Several reasons for deciding where to live are listed below. On a scale of 4 to 1, with 4 being “Very Important” and 1 being “Not Important”, how important is each reason to your decision to live in Sugar Land.

Importance of each of these in your decision to live in Sugar Land:		<i>Very Important</i>	<i>Somewhat Important</i>	<i>Not Sure</i>	<i>Not Important</i>
A.	Small town feel	4	3	2	1
B.	Quality of public schools	4	3	2	1
C.	Employment opportunities	4	3	2	1
D.	Types of housing	4	3	2	1
E.	Affordability of housing	4	3	2	1
F.	Access to quality shopping	4	3	2	1
G.	Availability of parks and recreation opportunities	4	3	2	1
H.	Near family or friends	4	3	2	1
I.	Safety and security	4	3	2	1
J.	Availability of transportation options	4	3	2	1
K.	Availability of cultural activities and the arts	4	3	2	1
L.	Access to restaurants and entertainment	4	3	2	1

20. What are the most significant issues facing Sugar Land in the next 5 years?

21. Do you have any additional comments you would like to share?

DEMOGRAPHICS

22. Approximately how many years have you lived in Sugar Land? _____ years

23. What is your age? _____

24. Do you own or rent your current residence? ____ (1) Own ____ (2) Rent

25. Are you or other members of your household of Hispanic or Latino ancestry? ____ (1) Yes ____ (2) No

26. Which of the following best describes your race?

- ____ (1) African American/Black
 ____ (4) Asian
 ____ (2) American Indian or Alaskan Native
 ____ (5) Other, please specify: _____
 ____ (3) White Caucasian

27. Would you say your total household income is:

- ____ (1) Under \$30,000
 ____ (3) \$60,000 to \$99,999
 ____ (9) Prefer not to respond
 ____ (2) \$30,000 to \$59,999
 ____ (4) \$100,000 or more

28. Your gender: ____ (1) Male ____ (2) Female

THANK YOU.

*This concludes the survey; please return your survey in the postage-paid envelope provided addressed to:
ETC Institute, 725 W. Frontier Circle, Olathe, KS 66061.*

Your responses will remain completely confidential.
The information printed to the right will ONLY be used to
help identify areas of the city that need to be addressed.